



LOCAL DISCOUNT AD RATES

Rate Card #18, 2021-2022

COLOR ADS

Size	One time	4X-5X	6X
Full Page	\$690.00	\$665.00	\$630.00
Half Page	\$465.00	\$445.00	\$422.00
Quarter Page	\$280.00	\$270.00	\$260.00
Eighth Page	\$150.00	\$140.00	\$130.00

BLACK & WHITE ADS

Size	One time	4X-5X	6X
Full Page	\$495.00	\$470.00	\$446.00
Half Page	\$365.00	\$340.00	\$323.00
Quarter Page	\$220.00	\$210.00	\$199.00
Eighth Page	\$135.00	\$125.00	\$110.00
Business Card	\$70.00		\$290/year
Directory/Classified	\$25.00	(includes online)	\$ 95/year
Photo Classified, Horse	\$35.00	(includes online)	
Photo Classified RE	\$45.00	(includes online)	

SPECIAL POSITIONS

Front Cover	\$2,110.00		
Two Page Spread	\$1,380.00	\$1,330.00	\$1,260.00
Back Cover, Sect 1	\$800.00	\$773.00	\$730.00
Back Cover Sect 2&3	\$780.00	\$747.00	\$720.00
Inside Covers	\$750.00	\$725.00	\$690.00

Practical & Technical Specifications

Size	Width	Height
Full Page	9.5 inches	13 inches
1/2 Page horizontal	9.5"	6.375"
1/2 Page vertical	4.625"	13"
1/4 Page horizontal	9.5"	3.125"
1/4 Page vertical	4.625"	6.375"
1/8 Page horizontal	4.625"	3.125"
Business Card	4.625"	2.4"

PREFERRED FORMATS

We accept advertisements in electronic format, preferably delivered via e-mail or other file transfer (TheAikenHorse@gmail.com). Formats that we accept include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIF, JPG, and PDF. PDF and JPG preferred. Please be sure that all files are a minimum of 300 dpi at the size they will print and that all fonts are embedded. Please be sure that you submit your color ads in CMYK mode. For formats not on this list or if you need help laying out your ad, please call us. (803-643-9960).

DESIGN CONSIDERATIONS

The Aiken Horse is a tabloid newspaper with a page size of 11" X 15." It is printed on newsprint using stochastic screening. We do not recommend using small four color type and recommend caution when using knock-out type. There are no full bleeds. If you have any design or technical questions, please call our art director at 803-643-9960.

PAYMENT

Payment must be made in advance for all one-time display, directory and classified ads. The multiple insertion rate is available only to advertisers in good standing who have a signed ad contract and credit card number on file in our office. Advertisers under contract must pay in advance for their first ad and will be billed for future ads. Advertisers with accounts in good standing and those for whom we have a credit card number on file may pay within 5 days of publication. All others must pay before inclusion in the issue. All multi-insertion contracts must be completed within 12 months. Please make out checks to The Aiken Horse and mail them to The Aiken Horse, P.O. Box 332, Montmorenci, SC 29839. We accept all major credit cards. Call us for credit card payments (803-643-9960) or pay your bill online.

PUBLICATION SCHEDULE, 2021-2022

<i>Issue Date</i>	<i>Deadline for ad copy</i>	<i>Publication Date</i>
February/March 2021	January 22, 2021	February 5, 2021
April/May 2021	March 19, 2021	April 2, 2021
June-July 2021	May 21, 2020	June 4, 2021
August-September 2021	July 22, 2021	August 8, 2021
October/November 2021	September 17, 2021	October 1, 2021
December/January 2021-22	November 19, 2021	December 3, 2021
February/March 2022	January 21, 2022	February 4, 2022
April/May 2022	March 18, 2022	April 1, 2022
June-July 2022	May 20, 2022	June 3, 2022
August-September 2022	July 15, 2022	August 2, 2022

The Aiken Horse



Advertising Contract

Advertiser: _____

Length of Contract:

Contact: _____

1 issue 4-5 issues 6 issues

Address: _____

Rate _____

Ad Rep _____

Phone _____

Date _____

E-mail _____

Issue Dates

- _____
- _____
- _____
- _____
- _____
- _____

Please let us know as soon as possible if you would like to run different ads to fulfill a multiple insertion contract. Please be sure to submit any new copy or any changes to an existing ad by the deadline of the issue in which your ad will run. **WE CANNOT GUARANTEE INCLUSION OF CHANGES THAT ARRIVE IN OUR OFFICE AFTER DEADLINE.**

Size of Advertisement

- Color
- Black & White
- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page
- Business Card
- Back Cover, Section One
- Back Cover, Section Two
- Back Cover, Section Three
- Inside Cover, Sect. One
- Inside Cover, Sect. Two
- Inside Cover, Sect. Three
- Other Special Position

PAYMENT

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance & will be billed for future ads. Payment is due at deadline, or 5 days from the issue date for those with a credit card number on file. **PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE!** Guaranteed placement is 10% extra. Please make out checks to The Aiken Horse, P.O. Box 332, Montmorenci, SC 29839. For credit cards call 803-643-9960, Or pay on our website: www.TheAikenHorse.com, Passcode: TAH#9960

I agree to place my advertisement in The Aiken Horse for the number of times specified above and to pay for my advertisement at the agreed-upon rate of _____ per issue. I understand that payment is due in full for all one-time and first-time ads, and that I will be billed for future ads when they run. I understand that if I have not paid my bill by other means within 5 days of publication, my credit card on file will be charged. I also understand that I must complete this ad contract within 12 months and that I will pay a short rate billing penalty if I terminate this agreement prior to the fulfillment of the contract. The short rate billing penalty will be \$25, plus the difference between the agreed frequency discount rate and the actual number of times the ad ran. I understand that my ad will revert to the one-time rate if I do not pay my bill within 10 days of the publication of the paper.

Name on Card _____

Card Number _____ Expiration _____

Security Code _____ Billing Zip _____

I represent that my advertisement is factually correct and that I have full rights to use the material provided to The Aiken Horse. I further agree to hold the Publisher harmless for any misrepresentation, misunderstanding or harm arising from my ad.

Signed _____

Date _____

The Aiken Horse P.O. Box 332, Montmorenci, SC 29839
www.TheAikenHorse.com ■ TheAikenHorse@gmail.com

803.643.9960



The Aiken Horse Distribution

The Aiken Horse is a bimonthly newspaper distributed at tack stores, feed stores and businesses throughout the Aiken-Augusta area. The paper is also available at all major regional equestrian events. It is delivered to local hotels every Thursday, many of which put it in all their rooms. The Greater Aiken Chamber of Commerce gives the paper to visitors interested in the horse world. Numerous local realtors include the paper in their mailings to prospective customers. Large businesses with offices in the area use *The Aiken Horse* as part of the information packet that they send to new employees who are relocating to the area.

In addition, *The Aiken Horse* is included in the State of South Carolina's tourism program. This means that the paper is available at nine roadside South Carolina Welcome Centers.

Because Aiken has attracted so much interest in the horse world, the paper is in demand across the country. Issues are distributed in tack and feed stores in the equestrian areas of many additional states. We also have subscribers around the country.

Online

The Aiken Horse maintains a website, www.TheAikenHorse.com. Each issue is completely digitized and posted on our site. We have a growing worldwide audience with thousands of visitors from over three dozen countries. People who visit are reading: the average visitor zooms in on over 45 pages. Live links to advertisers' websites are available. *The Aiken Horse* website, blog and Facebook page have thousands of regular readers, and are at the top of Google's listings when internet users search for equestrian-related activities in the area.

DEMOGRAPHICS

The Aiken Horse targets a diverse market. The paper covers all breeds and disciplines, with an emphasis on the sports that are prominent in Aiken. These include eventing, dressage, foxhunting, show hunting and jumping, polo and driving. We also have regular articles on many western disciplines.

Horses in Aiken are a large and growing business and *The Aiken Horse* is an important part of that growth. A study conducted by the University of South Carolina found that the equestrian industry in Aiken contributes almost \$72 million to the economy each year. Our readership includes equestrians as well as people in Aiken's active community of retirees, many of whom enjoy attending equestrian events. *The Aiken Horse* is the indispensable guide to the area's horse world.

We are currently printing and distributing 10,000 copies of each issue. Readership is estimated at over 30,000 per issue.