



# Sonoma County Horse Journal

Published by the Sonoma County Horse Council, the *Horse Journal* is a quarterly publication designed to reach the Northbay's equestrian community through direct mail to individuals, organizations, horse clubs, and with distribution to Sonoma and Marin feed stores and equestrian businesses. Ads also appear in the *Journal* online on the SCHC website:

[www.sonomacountyhorsecouncil.org](http://www.sonomacountyhorsecouncil.org)

## AD SPECIFICATIONS & RATES 2023 - 24

		1 Issue	4 Issues / 1 Year <15% Discount>
FULL PAGE	(7.5 W x 9.5" H)	\$1000	\$ 850x4 = \$3400
HALF PAGE (Horizontal)	(7.5 W x 4.75" H)	\$ 500	\$ 425x4 = \$1700
HALF PAGE (Vertical)	(3.5 W x 9.5" H)	\$ 500	\$ 425x4 = \$1700
QUARTER PAGE	(3.5 W x 4.5" H)	\$ 250	\$ 212x4 = \$ 848
EIGHTH PAGE	(3.5 W x 2" H)	\$ 125	\$ 106x4 = \$ 424

- Rates are for color, digital, print-ready art
- File Formats accepted: EPS, TIF, JPG or PDF
- Files must be actual size at 300dpi
- *Design services available at a nominal charge*

Please send inquiries regarding advertising and ad design to  
Kari Ontko [kari.ontko@comcast.net](mailto:kari.ontko@comcast.net)

***Published the first week of January, April, July and October.***

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- AD SIZE  1/8 Page  1/4 Page  1/2 Page Horiz  1/2 Page Vert  Full Page
  - ISSUE  Summer (July 2023)  Fall (October 2023)  Winter (January 2023)  Spring (April 2024)
  - CONTRACT & ARTWORK Deadlines: Spring - March 1 • Summer - June 1 • Fall - September 1 • Winter - December 1
  - ARTWORK  I will provide a digital file  Please contact me about creating an ad  
 I would like changes made to my existing Horse Journal ad

Business Name \_\_\_\_\_ Order Date \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Zip \_\_\_\_\_

Contact \_\_\_\_\_ Authorizing Signature \_\_\_\_\_ Amt Due \_\_\_\_\_

Check  Visa  Mastercard Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3 Digit (CVC) # on Card Back \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Zip \_\_\_\_\_

**Payment must be received with Contract per the deadlines above**

*Make checks payable to SCHC & mail with contract to:*  
**Sonoma County Horse Council · PO Box 7157 · Santa Rosa, CA 95407**