

WEEKDAY/ NON HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full Page	\$2,000	\$1,300	\$1,025	\$1,075	\$690
1/2 Page	\$1,325	\$675	\$530	\$555	\$355
1/3 Page	\$875	\$445	\$350	\$365	\$235
1/4 Page	\$550	\$360	\$280	\$295	\$190
Back Cover*	\$2,500	\$1,625	\$1,275	\$1,350	\$875
Inside Front	\$2,250	\$1,450	\$1,150	\$1,200	\$800

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
Full Page	\$1,895	\$1,100	\$860	\$905	\$580
1/2 Page	\$1,155	\$590	\$460	\$485	\$310
1/3 Page	\$780	\$400	\$310	\$330	\$210
1/4 Page	\$480	\$305	\$240	\$250	\$160
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Inside Front	\$2,150	\$1,250	\$975	\$1,025	\$675

WEEKEND/HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full Page	\$3,490	\$1,780	\$1,395	\$1,470	\$940
1/2 Page	\$1,810	\$925	\$725	\$760	\$490
1/3 Page	\$1,190	\$605	\$475	\$500	\$320
1/4 Page	\$940	\$480	\$375	\$395	\$255
Back Cover*	\$4,000	\$2,050	\$1,600	\$1,700	\$1,100
Inside Front	\$3,750	\$3,125	\$1,475	\$1,550	\$1,000

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
Full Page	\$3,220	\$1,640	\$1,290	\$1,350	\$870
1/2 Page	\$1,690	\$860	\$675	\$710	\$455
1/3 Page	\$1,110	\$570	\$445	\$470	\$300
1/4 Page	\$850	\$435	\$340	\$360	\$230
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Inside Front	\$3,450	\$1,775	\$1,400	\$1,450	\$950

SPECIAL: TRIPLE CROWN/BREEDERS' CUP

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full Page	\$5,165	\$2,635	\$2,065	\$2,170	\$1,395
1/2 Page	\$2,800	\$1,430	\$1,120	\$1,180	\$760
1/3 Page	\$2,000	\$1,020	\$800	\$840	\$540
1/4 Page	\$1,590	\$810	\$635	\$670	\$430
Back Cover*	\$6,500	\$3,295	\$2,580	\$2,715	\$1,745
Inside Front	\$5,850	\$2,775	\$2,175	\$2,275	\$1,475

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
Full Page	\$4,830	\$2,465	\$1,930	\$2,030	\$1,305
1/2 Page	\$2,500	\$1,275	\$1,000	\$1,050	\$675
1/3 Page	\$1,750	\$890	\$700	\$735	\$475
1/4 Page	\$1,375	\$700	\$550	\$580	\$370
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Inside Front	\$5,450	\$2,775	\$2,175	\$2,300	\$1,475

PREMIUM INVENTORY

	NATIONAL (EMP)		
	Front Cover Takeover	Front Cover Cube	Front Cover Strip
Weekday:	\$3,000**	\$1,750	\$3,200
Weekend:	-	\$2,500	\$3,750

Featured Listings Platform for Stallions:

\$100 per stallion per month

Print Frequency Discounts

- 3X = 15% discount on the 3 placements
- 6X = 25% discount for the 6 placements
- 12X = 30% discount for the 12 placements

* Back Cover is available Color only. **Subject to availability

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Lara Levine	859-312-0172	DRF Breeding – Director Sales & Sponsorships	llevine@drf.com
Terry Leffel	859-327-7397	DRF Breeding – Regional Sales Manager	tleffel@drf.com
John Reynolds	707-694-2576	West Region Sales Manager	jreynolds@drf.com