DRF 2017 AD RATES

HARNESS ADVERTISERS

All rates are Net

WEEKDAY/ NON HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color	Color	Color	Color	Color
Full	$1,710	$870	$685	$715	$465
1/2 Page	$870	$445	$355	$370	$235
1/3 Page	$580	$300	$230	$245	$155
1/4 Page	$435	$220	$175	$180	$120
Back Cover	$2,150	$1,090	$860	$895	$580
Inside Front	$1,925	$980	$770	$805	$525

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW	BW	BW	BW	BW
Full	$1,380	$705	$550	$580	$375
1/2 Page	$705	$360	$280	$300	$190
1/3 Page	$470	$235	$190	$195	$125
1/4 Page	$355	$180	$145	$150	$95
-	-	-	-	-	-
Inside Front	$1,550	$800	$625	$650	$425

WEEKEND/HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color	Color	Color	Color	Color
Full	$1,710	$870	$685	$715	$465
1/2 Page	$870	$445	$355	$370	$235
1/3 Page	$580	$300	$230	$245	$155
1/4 Page	$435	$220	$175	$180	$120
Back Cover	$2,150	$1,090	$860	$895	$580
Inside Front	$1,925	$980	$770	$805	$525

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1/2 Page	$705	$360	$280	$300	$190
1/3 Page	$470	$235	$190	$195	$125
1/4 Page	$355	$180	$145	$150	$95
-	-	-	-	-	
Inside Front	$1,550	$800	$625	$650	$425

SPECIAL: TRIPLE CROWN/BREEDERS' CUP

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color	Color	Color	Color	Color
Full	$2,400	$1,225	$960	$1,010	$650
1/2 Page	$1,225	$625	$490	$510	$330
1/3 Page	$810	$415	$325	$340	$220
1/4 Page	$610	$315	$250	$260	$165
Back Cover	$3,000	$1,525	$1,200	$1,275	$825
Inside Front	2,700	$1,375	$1,075	$1,125	$725

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW	BW	BW	BW	BW
Full	$2,065	$1,060	$825	$870	$563
1/2 Page	$1,060	$540	$425	$440	$280
1/3 Page	$700	$360	$280	$290	$190
1/4 Page	$525	$270	$210	$220	$145
-	-	-	-	-	
Inside Front	$2,325	$1,200	$925	$975	$625

* Back Cover is available Color only.

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