

SaltBlock

GAZETTE



Salt Block Gazette is a monthly all-breed, all-discipline publication, distributed free at over 500 tack shops and feed stores throughout the Carolinas, Tennessee, Georgia and surrounding areas. With more than 25,000 copies printed monthly, *Salt Block Gazette* is the best way to reach the Southeast equine market!

Featuring up-to-date news and articles, *Salt Block Gazette* is a must read for equine enthusiasts in the region. Call us today to learn more about the advertising opportunities this exciting publication presents!

58 N. King Road • Flintville, TN 37335

931-937-0937

cell: 931-993-4505 fax 931-937-0084

saltblockgazette@saltblockgazette.com • www.saltblockgazette.com

2009 Advertising Rates

www.saltblockgazette.com

SIZE	FULL COLOR	B/W	12X-15% COLOR	12X-15% B/W	6X-10% COLOR	6X-10% B/W	3X-5% COLOR	3X-5% B/W
Cover	\$800/month	-	-	-	-	-	-	-
Inside Front Cover	\$650/month	-	-	-	-	-	-	-
Back Cover	\$650/month	-	-	-	-	-	-	-
Inside Back Cover	\$600/month	-	-	-	-	-	-	-
Full Page	\$550/month	\$320.00	\$467.50	\$272.00	\$495.00	\$288.00	\$522.50	\$304.00
Center Spread	\$950/month	-	\$807.50	-	\$855.00	-	\$902.50	-
Half Page	\$350/month	\$190.00	\$297.50	\$161.50	\$315.00	\$171.00	\$332.50	\$180.50
1/4 Page	\$250/month	\$130.00	\$212.50	\$110.50	\$225.00	\$117.00	\$237.50	\$123.50
1/8 Page	\$150/month	\$80.00	\$127.50	\$68.00	\$135.00	\$72.00	\$142.50	\$76.00

Discounts do not apply to Cover, Inside Front Cover, Back Cover or Inside Back Cover.

Salt Block Gazette advertisers qualify for special rates when also advertising in our sister publication, Equine Journal. Ask for details.

Salt Block Service Guide Ad

Single Ad-\$175/Year • Double Ad-\$300/Year

The Marketplace

Single Ad 2.3"x2.85" 4 color-\$750/Year, black & white-\$600/Year
Double Ad 4.75"x2.85" 4 color-\$1,350/Year, black & white-\$1,050/Year

Web Advertising

Tile ad: 150x75 pixels \$50/Month • Banner ad: 468x60 pixels \$75/Month

LINE CLASSIFIED ADS

\$10/20 words
50¢ for each additional word
50¢ per word for bold, all caps, italics, and underline. Discounts: 6x - 10%, 12x - 15%. No refunds.

PHOTO CLASSIFIED ADS

\$20/Month - up to 40 words

PHOTO REAL ESTATE CLASSIFIED ADS

\$35/month
3 months/\$90 - up to 40 words

Classified Deadline: 1st of the preceding month.
Please note, holidays may warrant earlier deadlines.

CLASSIFIEDS: Call 800-742-9171 ext. 102 • email: saltblockclassifieds@equinejournal.com

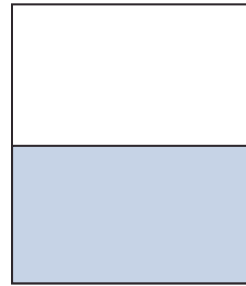
AdvertisingSpecs



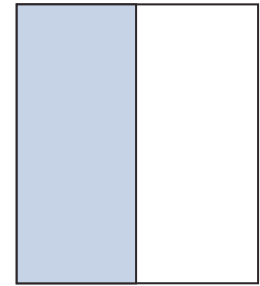
MAGAZINE SIZE
8.125" X 10.625"

Live Full Page Full Bleed Image Area
8.625" x 11.125" 7.125 x 9.625"
(.25" on all sides is needed around the actual magazine size for bleed)

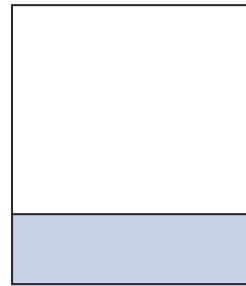
To upload an ad to our ftp site:
ftp: customer.turley.com
Login: equine • Password: equine
Ads may also be received on disk or via email.



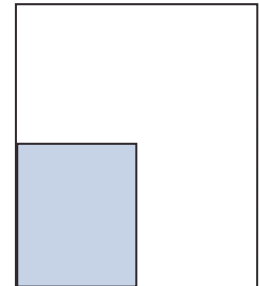
Half-Page Horizontal
7.125" x 4.6"



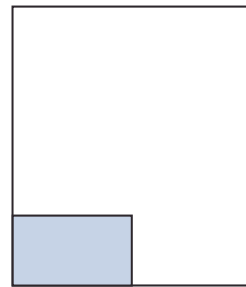
Half-Page Vertical
3.5" x 9.35"



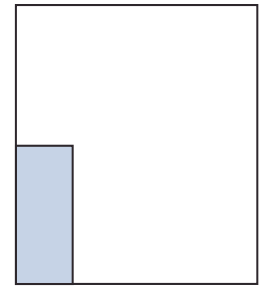
Quarter-Page Horizontal
7.125" x 2.25"



Quarter-Page Vertical
3.5" x 4.6"



Eighth-Page Horizontal
3.5" x 2.25"



Eighth-Page Vertical
1.65" x 4.6"

Salt Block Service Guide

Quick monthly reference guide for our readers.
Make your business card ad accessible each month.

- All Service ads are black and white
- Ad size 2.25"w x 1"h (double is 2.25"x2")
- Single Ad-\$175/Year
- Double Ad-\$300/Year

Double Service Ad
SAMPLES
Service Ad

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The Southeast's Leading Equine Publication

103 Roxbury St., Keene, NH 03431

800-742-9171

fax 603-357-7851

www.saltblockgazette.com
saltblockgazette@saltblockgazette.com

The **MARKETPLACE** **Single**
2.3" x 2.85"

Double
4.75" x 2.85"

Single Ad: 4 color-\$750/Year, black & white-\$600/Year
Double Ad: 4 color-\$1,350/Year, black & white-\$1,050/Year

Editorial Calendar

JANUARY

Stallions • Breeding and Foaling Equipment
Barrel Racing
DEADLINE: DECEMBER 3

FEBRUARY

Stallions • Breeding • Camps • Bedding/Flooring
DEADLINE: JANUARY 6

MARCH

Barns • Farm Equipment • Fencing
DEADLINE: FEBRUARY 3

APRIL

Footing • Andalusian • Lusitano • Tack and Apparel
DEADLINE: MARCH 3

MAY

Supplements • Pest Control • Gypsy Horse
DEADLINE: APRIL 7

JUNE

Dressage • Eventing • Nutrition
DEADLINE: MAY 5

JULY

Hunter/Jumper • Nutrition • Arabians
DEADLINE: JUNE 2

AUGUST

Dressage • Grooming, Bathing, Clipping
DEADLINE: JULY 7

SEPTEMBER

Paints/Quarter Horses • Shoeing
DEADLINE: AUGUST 4

OCTOBER

Farm Equipment • Blankets and Coolers • Insurance
DEADLINE: SEPTEMBER 1

NOVEMBER

Gift Guide I • Equine Education • Gypsy Horse
DEADLINE: OCTOBER 6

DECEMBER

Sport Horses • Sport Ponies
Gift Guide II • Healthy Hooves
DEADLINE: NOVEMBER 3

Salt Block Gazette includes regular articles on dressage, hunter/jumper and western, as well as local news and calendar of events.

General Guidelines

Deadlines

Advertising space reservations must be made and materials must arrive at *Salt Block Gazette* by the deadline. See above for deadline schedule.

***Salt Block Gazette* is not obligated to supply proofs when ad materials are received after deadline.**

Calendar submissions and press releases are due two weeks before advertising deadline.

Layout

There is no charge for the layout and typesetting of advertisements. Proofs of ads designed by the *Salt Block Gazette* are available by request, only when ad materials are received by deadline.

Payment Policies

All ads must be prepaid with a credit card unless prior arrangements are made.

Errors

Salt Block Gazette will be responsible for errors appearing in advertisements only to the extent of correcting the error in the next issue. This revision will be provided only when *Salt Block Gazette* is notified of the error within 30 days after publication.

Photographs

Digital photographs may be submitted on disk or via email. To ensure quality reproduction, we recommend digital files be at least 4x6 at 300 dpi. There is no additional charge for photographs in advertisements.

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