



# Show Trail

## DEADLINES:

January / February - *before* **December 1**  
March / April - *before* **February 1**  
May / June - *before* **April 1**  
July / August - *before* **June 1**  
September / October - *before* **August 1**  
November / December - *before* **October 1**

## Mechanical Requirements- Size, Width, Depth.

Full Page Bleed 8¼" 10¾"  
Full Page 6¾" 9¾"  
1/2 Page Horizontal 6¾" 4½"  
1/4 Page Vertical 3¼" 4½"  
Business Card 3¼" 2"  
Please specify if ads are to be in a different orientation as listed above.

## ADVERTISING RATES 2012

### BUSINESS RATES:

Size	Black & White	Color
Full Page	\$463.50	<b>\$540.75</b>
1/2 Page	\$283.25	<b>\$360.50</b>
1/4 Page	\$180.25	<b>\$257.50</b>
Bus Card	\$103.00	<b>\$154.50</b>
Two Pages	\$746.75	<b>\$824.00</b>

### SHF MEMBER RATES:

Size	Black & White	Color
Full Page	\$334.75	<b>\$412.00</b>
1/2 Page	\$231.75	<b>\$309.00</b>
1/4 Page	\$154.50	<b>\$231.75</b>
Bus Card	\$77.25	<b>\$128.75</b>
Two Pages	\$695.25	<b>\$772.50</b>

### MULTIPLE INSERT DISCOUNTS AVAILABLE

**FRONT COVER:** May be available under approved special request. Rates assessed according to circumstances. Enquire through editor.

**OUTSIDE BACK COVER:** \$643.75, requires a professional quality 8x10" color print or 300dpi digital print, vertical format.

**INSIDE FRONT/BACK COVER:** \$515.00 for black and white. \$592.25 for full color.

**DESIGN/ARTWORK:** \$46.35 for under ½ page; \$77.25 for ½ page and over. Changes to existing adds: \$25 and up.

**CLASSIFIED ADS:** \$25.00 minimum, up to 30 words. 30-50 words, \$40.00.

Photo Classifieds: \$50.00, includes B/W photo and 25 words

**STABLE DIRECTORY:** \$25.00 for a single issue; \$55.00 for 3 issues; \$80.00 for 6 issues. Max 60 words.

Contact: Saskatchewan Horse Federation  
2205 Victoria Avenue Regina, SK S4P 0S4  
Fax: (306) 525-4009

For all your advertising needs call:

**Andrea Lawrence**

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**shfservices@sasktel.net**

**Dallas Pole**

**Phone: (306) 780-9490**

**Sk.horse@sasktel.net**

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