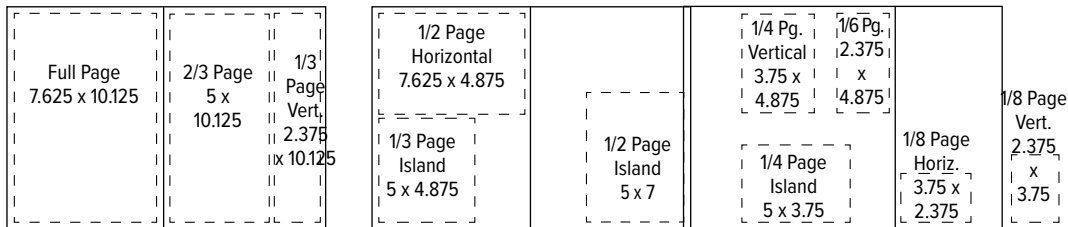


2024  
ad  
rates

# Endurance News

Black & White			
Size	1-2 issues	3-7 issues	8-12 issues
Full page	\$550	\$505	\$440
2/3 page	\$415	\$370	\$330
1/2 page	\$340	\$310	\$270
1/3 page	\$290	\$260	\$230
1/4 page	\$215	\$195	\$165
1/6 page	\$180	\$160	\$140
1/8 page	\$135	\$125	\$110

Full Color			
Size	1-2 issues	3-7 issues	8-12 issues
Outside Back	\$1085	\$985	\$865
IFC/IBC	\$940	\$855	\$750
Full page	\$855	\$775	\$680
2/3 page	\$640	\$580	\$515
1/2 page	\$530	\$480	\$425
1/3 page	\$445	\$405	\$355
1/4 page	\$330	\$305	\$265
1/8 page	\$215	\$200	\$175



**EFFECTIVE & ECONOMICAL:**

## Classified Plus!

Classified Plus! ads are one column wide (2.375") and include one photo or logo. Classified Plus! ads must be prepaid. For each additional inch over 3", add \$20.

	1-2 issues	3-7 issues	8-12 issues
1" ad	\$45	\$40	\$35
2" ad	\$70	\$65	\$60
3" ad	\$95	\$90	\$80

### Horses for Sale & Stallion Directory Ads

Size	1 issue	3 issues
2.375" x 3.125"	\$60	\$150

### Classified Advertising

60¢ per word, \$10 minimum. All classified ads must be prepaid and must be received by the 5th of the month for insertion in the next month's issue. Classified ads also appear online at AERC's website. Add \$25 for a small photo.

**Memorial Ads:** 1/4 page size: \$80

**Production Specifications:** Trim size: 8-1/2 x 11. Printing: Offset sheetfed, 70 lb. glossy for color. Binding: saddle stitch. Full bleeds available on all color pages and some black & white pages.

**Artwork:** For best results, please send a high resolution PDF file, saved as CMYK. Photographs should be at least 300 dpi. Send files by e-mail to [endurancenews@aerc.org](mailto:endurancenews@aerc.org).

**Composition Charges:** Basic composition charges included in the space rates. Additional composition charges may apply to complex ad layouts or ad with multiple photos.

**Placement Requests:** Add 15% to ad rates.

**Deadlines:** Ads must be received by the first of the month for insertion in the following month's issue (i.e., April 1 for May edition), unless prior arrangements have been made.

**Miscellaneous:** Publisher not responsible for typographical errors, omission of copy or misrepresentation of copy in ads. Publisher reserves right to reject ads deemed unsuitable.

**Cancellations:** Cancellation orders must be in written form and be received by the first of the month preceding month of insertion date.

**Terms of Payment:** New advertisers must prepay cost of first advertisement. Bills are mailed upon publication. Net cash, 30 days from billing date. 1.25% added monthly for late payment. Payment may be made by MasterCard or Visa. For full payment in advance of display ad contracts, a 5% discount will apply. No additional discounts on classified ads or sale/stallion directory ads.

**Ride Manager Discount:** Advertisements for AERC-sanctioned endurance rides: 20% discount.

**Agency Discount:** 10% agency discount rate.

## American Endurance Ride Conference



P.O. Box 6027 • Auburn, CA 95604  
530-823-2260 • 866-271-2372  
website: [AERC.org](http://AERC.org)  
[endurancenews@aerc.org](mailto:endurancenews@aerc.org)

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