

## 2017 ADVERTISING RATES

Special Sizes (colour included)	Size	1x	4x (1 year)
FRONT COVER	(8.875" w x 11.25" h)	\$545	(Includes 1/2 page biography)
BACK COVER	(8.875" w x 11.25" h)	\$440	\$400
INSIDE FRONT & BACK COVERS	(8.875" w x 11.25" h)	\$385	\$350
CENTRE SPREAD	(17.5" w x 11.25" h)	\$688	\$625

Standard Ads	Size	Type	1x	4x (1 year)
2-Page Spread	(17.75" w x 11.25" h)	colour	\$649 (\$609)	\$590 (\$550)
		B&W	\$385 (\$345)	\$350 (\$310)
Full-Page (no bleeds)	(7.5" w x 9.875" h)	colour	\$325 (\$295)	\$295 (\$265)
		B&W	\$193 (\$163)	\$175 (\$145)
1/2 Page	(7.5" w x 4.75" h)	colour	\$182 (\$157)	\$165 (\$140)
		B&W	\$127 (\$102)	\$155 (\$130)
1/3 Page	(7.5" w x 3.125" h)	colour	\$160 (\$130)	\$145 (\$125)
		B&W	\$105 (\$85)	\$95 (\$75)
1/4 Page	(3.375" w x 4.875" h)	colour	\$143 (\$133)	\$130 (\$120)
		B&W	\$77 (\$67)	\$70 (\$60)

The **4x** rate allows you to advertise **once** in each issue OR **multiple times** in one issue, and then periodically in others as desired. This option is ideal for trainers, breeders and exhibitors. **Please note the full-year savings for paying in advance at the 4x rate!**

All special sizes include bleeds.

All important text & image parts MUST be within the 7.5" x 9.875" safe area.

When a camera-ready PDF file for an ad is provided, with no art or design work involved for the magazine, the discounted price in parenthesis applies.

To submit your own design, please send as a PDF file.

Highest resolution files must be used with 300 actual DPI.

## The Morgan Marketplace

### Foal & Award Album Pictorials

\$33 full colour/photo w/text.

### Photo Classified (3.375" x 3.125")

1 photo + 40 words  
B&W \$50, colour \$61

### Business/Stallion Card (3.5" x 2.25")

1x B&W \$39, colour \$50  
4x B&W \$140 total, colour \$180 total

**Please note the full-year savings for paying in advance at the 4x rate!**

### Word Classified

\$28 for up to 40 words

## Issues & Deadlines

Issue	Theme	Materials Due By
January/February/March	Winter	December 7
April/May/June	Spring	March 7
July/August/September	Summer	June 7
October/November/December	Fall	September 7

**Canadian Morgan is published 4 times per year.**

Your ad will also appear on the internet.

**Prices do not include taxes  
Ad prices are for Canadian funds.**