

WEB ADVERTISING continued

» **SECONDARY FIXED SKYSCRAPER BANNER:** 120 x 600 pixel, max size 30k

\$350 per week / \$1,200 per month

Fixed skyscraper banner displays below Premium Fixed Skyscraper Banner on right side of USTA home page.

» **FIXED NEWSROOM BUTTON:** 120 x 60, max size 25k

\$150 per month

Fixed button displays on newsroom articles pages.

WWW.USTROTTHING.COM BY THE NUMBERS

Average hits per month—21.1 million

Most Popular Pages:

Within Entries and Results	16.2 million
Entries and Results Home Page.....	3.6 million
USTA Home Page	1.2 million
Newsroom & Articles	700,000
Unique Users.....	approximately 424,000

RATES for www.hoofbeatsmagazine.com.

» **RUN-OF-SITE (ROS) ROTATION BANNER:** 260 x 60 pixel, max size 25k

\$250 per month

Fixed banner displays near the top of the following pages:

- *Hoof Beats* portal page
- About *Hoof Beats*
- Archived Articles
- Address Change
- Advertising Information
- Contact Us
- Feedback Form
- Star Spotlight

» **MASTHEAD BANNER:** 575 x 60 pixel, max size 30k

\$250 per month

Fixed banner displays at the top of the following pages:

- *Hoof Beats* portal page
- About *Hoof Beats*
- Archived Articles
- Advertising Information
- Contact Us
- Feedback Form
- Star Spotlight

» **FIXED SKYSCRAPER BANNER:** 120 x 600 pixel, max size 30k

\$200 per month

Fixed skyscraper banner displays on right side of *Hoof Beats* portal page.

DISCOUNTS FOR WEB BANNERS

- 10% with a 6-month contract
- 15% with a 12-month contract
- 10% with the purchase of a full-page print ad in *Hoof Beats* the same month
- 15% discount for ads meeting our digital formatting specifications

WEB BANNER SPECIFICATIONS

- Banners can be formatted as GIF, JPG or Flash files.
- Index or RGB color space
- 72 DPI (See above for maximum size)
- PhotoShop templates can be supplied

We do not sell pop-up or pop-under ads.

OTHER ADVERTISING OPPORTUNITIES

We have six subscriber-based e-newsletters available for sponsorship that can get you into the inboxes of the most active and influential participants in the industry. A weekly news update, USTA membership information, *Hoof Beats* behind-the-scenes, upcoming races and events, county fair harness racing and promotional messages can all be customized to include information about your products and services.

The USTA Web site presents a wide range of videos, including coverage of The Little Brown Jug, The Hambletonian, yearling sales and other notable events. Each month we also feature video from the pages of *Hoof Beats*, with companion videos of Tips of the Trade, Bay's Anatomy and other editorial that gives way to multimedia coverage. Our video and design team can assist you in putting together a sponsorship package that can include a pre-roll commercial to run with our exclusive video content.

Contact Heather Dodds at 877-800-8782, ext. 3217 or heather.dodds@ustrotting.com to discuss video and e-newsletter sponsorships.



75% of our subscribers say their purchasing decisions are influenced by the ads they see in *Hoof Beats*

76% of our readers have purchased a product advertised in *Hoof Beats*



Hoof Beats

**MEDIA KIT
2009-10**

www.hoofbeatsmagazine.com



ABOUT THE PUBLISHER

Hoof Beats is published by the United States Trotting Association, the governing body of harness racing in the U.S. and the Standardbred breed registry. Its Web site—www.ustrotting.com—is by far the leading online resource for harness racing news and information. With nearly 10 million page views per month, it is the most popular Standardbred destination on the Internet and provides exceptional advertising opportunities.



ABOUT HOOF BEATS

Founded in 1933, *Hoof Beats* is an award-winning magazine with an international audience. Each exciting monthly issue is filled with full-color images, in-depth stories, columns and features covering all aspects of the harness racing industry. Our coverage of racing events, breeding and pedigrees, statistics, farms, veterinary news and profiles has made us the Standardbred industry's premier publication.

In January 2007 North America's most widely circulated harness racing magazine launched www.hoofbeatsmagazine.com, the companion to our printed publication. It garnered instant success with exclusive stories and follow-ups to *Hoof Beats* articles as well as a monthly e-newsletter and much more. There you can also sign up for *Hoof Beats* Direct—our online version of *Hoof Beats*.

HOOF BEATS AWARDS

Hoof Beats has consistently received national attention and has earned awards from American Horse Publications in numerous categories, including its most prestigious category of General Excellence. *Hoof Beats* has also taken home awards from the International Media Awards for International Racing Publications.

YOUTH BEATS

The U.S. Trotting Association also publishes a youth publication, *Youth Beats*. *Youth Beats* is the only stand-alone youth publication to serve the harness racing industry. It is magna-stripped into *Hoof Beats*, as well as mailed out to *Youth Beats* subscribers and distributed at all major events.



Sponsorship opportunities for *Youth Beats* are available. Please contact Heather Dodds, heather.dodds@ustrotting.com.



PUBLICATION PROFILE

Frequency	Monthly
Paid Circulation	12,300 (Average 2008)
Total Circulation	13,500 (Average 2008)
Distribution	U.S. and International
Subscription Price	\$16.50 USTA Members \$33.00 Standardbred Canada Members \$32.50 non-members U.S. \$49.00 non-members Canada

Hoof Beats Direct	\$16.50 USTA Members \$32.50 non-members U.S. \$33.00 Canada/Foreign members \$49.00 Canada/Foreign non-members \$10—with current <i>Hoof Beats</i> print subscription
Single Copy Price	\$3.95
Subscriptions	Mailed 1 to 2 days before cover date
Newsstand Copies	On sale on the 1st of the month



CALL NOW

1.877.800.8782

Heather Dodds ext. 3217
Advertising Director

PRINT ADVERTISING

RATES

Run of Magazine

Black & White	1 Insertion	4 Insertions	8 Insertions	12 Insertions
Full Page	766.50	729.75	688.75	649.00
2/3 Page	606.50	567.75	540.25	512.50
1/2 Page	463.00	430.00	408.00	391.50
1/3 Page	352.75	336.25	314.25	292.00
1/6 Page	220.00	209.50	198.50	187.50

- For **color** add an additional: **\$605** for a full page, **\$315** for a 2/3 & 1/2 page, **\$165** for a 1/3 & 1/6 page to the black & white insertion price.
- **15% discount** on the black and white insertion portion only for all incoming advertisements meeting our digital formatting specifications.

Horsemen's Shop—Classified 2-inch-wide box ads

	1 Insertion	4 Insertions	8 Insertions	12 Insertions
Per Vertical Inch	60.50	55.50	50.00	44.00

Horsemen's Shop—Classified word ads

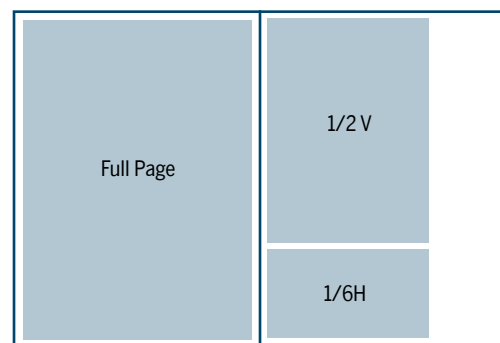
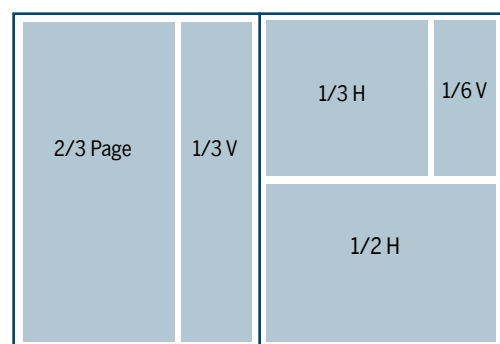
\$1.90 per word, \$19.00 minimum. No digital-ready discounts on Horsemen's Shop ads.

PRODUCTION FEES

Service	Average Cost
Full page (design & digital preparation)	\$69 per ad
Fractional (design & digital preparation)	\$39 per ad
Digital Pre-press (for ads that do not conform to our digital specs)	\$29 per ad
Revisions & updates to existing files	\$19 per ad
Scanning (lasers, photos, slides, 35mm negatives and slicks up to 8.25" x 10.5")	\$29 per image
Use of non-USTA Photos	Fee set by photographer
Shipping (UPS or FedEx)	Actual cost

AD SIZES—RUN OF BOOK

Size	Width x Height
Full Page —Trim	48p9 x 64p6 8.125" x 10.75"
—Bleed	50p3 x 66p0 8.375" x 11.0"
—Live Area	45p0 x 61p6 7.5" x 10.25"
2/3 Page	27p6 x 58p0 4.583" x 9.667"
1/2 Horizontal	41p9 x 28p3 6.958" x 4.708"
1/2 Vertical	27p6 x 43p3 4.583" x 7.208"
1/3 Horizontal	27p6 x 28p3 4.583" x 4.708"
1/3 Vertical	13p3 x 58p0 2.208" x 9.667"
1/6 Horizontal	27p6 x 13p3 4.583" x 2.208"
1/6 Vertical	13p3 x 28p3 2.208" x 4.708"



• For a two-page spread ad, double the full page width dimensions.

SPECIAL PROJECTS

We offer pro-covers, gate- and barrel-fold ads, book inserts, polybags with ride-alongs, belly bands, premium paper ads, metallic and fluorescent inks and much more! **Call to discuss prices.**

SPECIAL ISSUE PROMOTIONS

We offer special promotional rates in select issues for holiday ads, stallion ads, yearling ads and more. Contact Heather Dodds at 877.800.8782 ext. 3217 for more info.

CONTRACTS

Contracts are valid for the dates specified therein. Contracts will expire in one year, unless otherwise stated. If the agreed-upon number of insertions have not been completed in one year, the advertiser is subject to cancellation fees. If, during the life of the contract, the advertiser purchases more insertions, then each additional insertion will be charged at the appropriate discounted rate (farms and breeders get the 12x rate regardless of the number of insertions; they must still sign an initial contract agreeing to rates). Any 501(c)3 organization will receive a discount of 50% off the 1x rate.

PRODUCTION DEADLINES

Reserve advertising space

The 10th of the month preceding the issue in which the ad is to appear.

Digital materials

Files must arrive by the 15th of the month preceding the issue in which the ad is to appear.

DIGITAL SPECIFICATIONS

All pre-press work at *Hoof Beats* is entirely digital. We go from computer to plate without the use of film.

- **Software** Our native software programs are Quark 6.1, PhotoShop CS3, Illustrator CS3, InDesign CS3. If you are using other programs (PageMaker, Multi-Ad, Corel Draw, etc.) files must be saved in EPS or TIF format or output as a press-ready PDF. We will not be able to change, make corrections or update these files. All files must be built at 300 dpi or higher. Word documents are not digital-ready files and will be printed and scanned or rebuilt at our choice. Word files are not eligible for a digital-ready discount and will be charged production fees. We CANNOT accept ads built in or PDFs created in Microsoft Publisher or PDF Writer.
- **PDF Files** Please create a postscript file and then create the PDF using Adobe Acrobat Distiller. Use Distiller 3.0 or higher. Optimize for "Press" when distilling. Black and white ads must be postscripted to grayscale and cannot contain color art or copy. Distiller settings can be supplied on request.
- **Media/Platform** Mac or PC compatible formatted 100MB zip disks, CDs or DVDs. Please write your name and address on any media you want returned.
- **Sending Ads by E-Mail** Please compress files, except PDFs, using Stuff-It or WinZip. E-mail to ads@ustrotting.com with the subject line: Hoof Beats - Your Company Name. Files larger than 9MB must be sent directly to our FTP site. FTP instructions are supplied on request.
- **Art** Please use TIF or high-resolution JPG format in grayscale or CMYK, 300 dpi. We discourage the use of GIF, BMP and PICT; these formats will result in loss of image quality in printing.
- **Color** Art sent RGB will be converted to CMYK. Spot colors will be run CMYK. We are not responsible for color shifts caused by converting from RGB to CMYK or from spot to process colors.
- **Scanning** We are able to scan up to 8 x 10.5 inch photos and lasers, slides and 35mm negatives. There is a \$29 charge. We can send larger images to a commercial pre-press house and they would set the fee charged. Our printer can scan half-tone negatives. They charge \$48 per separation.

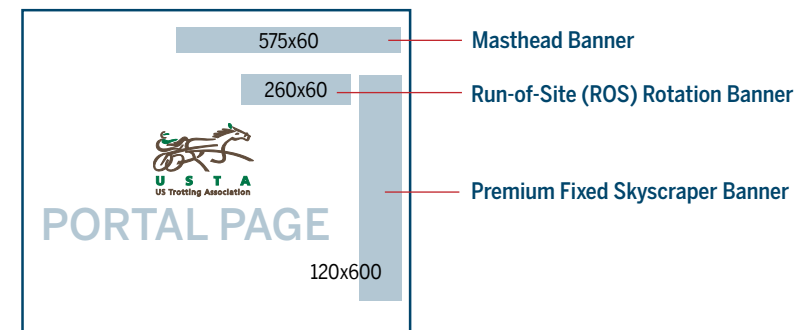
If you have any questions about our production requirements, call 1.877.800.8782 ext. 3217.

ADVERTISING DEPARTMENT

Heather Dodds Advertising Director 1.877.800.8782 toll free ext. 3217 heather.dodds@ustrotting.com	Kate Lockhart Marketing Manager 1.877.800.8782 toll free ext. 3335 kate.lockhart@ustrotting.com	Jason Turner Publishing Assistant 1.877.800.8782 toll free ext. 3269 jason.turner@ustrotting.com
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ads@ustrotting.com » Local Calls 614.224.2291 ext. 2

WEB ADVERTISING



RATES for www.ustrotting.com

The way to reach Standardbred owners, breeders, trainers, drivers, caretakers and fans.

We offer TWO TIERS of advertising on our Web site, with rates to fit every budget.

Contact Heather Dodds at 1.877.800.8782 ext. 3217 for more information.

TIER ONE ADVERTISING

» **RUN-OF-SITE (ROS) ROTATION BANNER:** 260 x 60 pixel, max size 25k

\$169 per week / \$599 per month / maximum of 14 ads in rotation

Banners rotate through the following portal pages:

- U.S. Trotting Association
- Members
- Horsemen
- Handicappers
- Standardbreds
- Fairs
- Fans
- Owners
- Newsroom

» **MASTHEAD BANNER:** 575 x 60 pixel, max size 30k

\$300 per week / \$1,000 per month

Fixed banner displays on the following portal pages:

- Members
- Handicappers
- Fairs
- Owners
- Horsemen
- Standardbreds
- Fans

\$350 per week / \$1,200 per month

Fixed banner displays near top of Newsroom portal.

\$599 per week / \$2,100 per month

Fixed banner displays near top of Entries and Results portal.

\$749 per week / \$2,600 per month

Fixed banner displays near top of USTA home page.

» **PREMIUM FIXED SKYSCRAPER BANNER:** 120 x 600 pixel, max size 30k

\$300 per week / \$1,000 per month

Fixed banner displays on right side of the following portal pages:

- U.S. Trotting Association
- Members
- Horsemen
- Handicappers
- Standardbreds
- Fairs
- Fans
- Owners

\$350 per week / \$1,200 per month

Fixed banner displays on right side of Newsroom portal or Newsroom Articles pages.

\$749 per week / \$2,600 per month

Fixed skyscraper banner displays on right side of Week at a Glance pages and Card pages within Entries and Results.

\$749 per week / \$2,600 per month

Fixed skyscraper banner displays on right side of Entries and Results portal page.

\$749 per week / \$2,600 per month

Fixed skyscraper banner displays on right side of USTA home page.

TIER TWO ADVERTISING

» **SECONDARY RUN-OF-SITE (ROS) ROTATION BANNER:** 260 x 60 pixel, max size 25k

\$125 per week / \$400 per month / maximum of 6 ads in rotation

Banners rotate with up to 6 other banners on 50 U.S. Trotting Association subpages including:

- Customer Services pages
- Star Profiles
- Track Purses Information
- Stakes Conditions
- Fair News
- Foal Registration

(continued on back)