

Central Florida Equestrian is a free monthly magazine and website that targets hunter, jumper, dressage & eventing enthusiasts throughout central, north & parts of south FL

Distribution: Over 100 retail locations, shows, barns & other events around north, central and parts south Florida
FREE additional exposure through monthly digital version & archived posted monthly at www.cfequestrian.com

Circulation: Currently 3K growing to 5K once CF Equestrian becomes **Florida Equestrian** in late 2010

MONTHLY AD SIZES & RATES

4 Color Display Ads (WxH) 1 x Rate

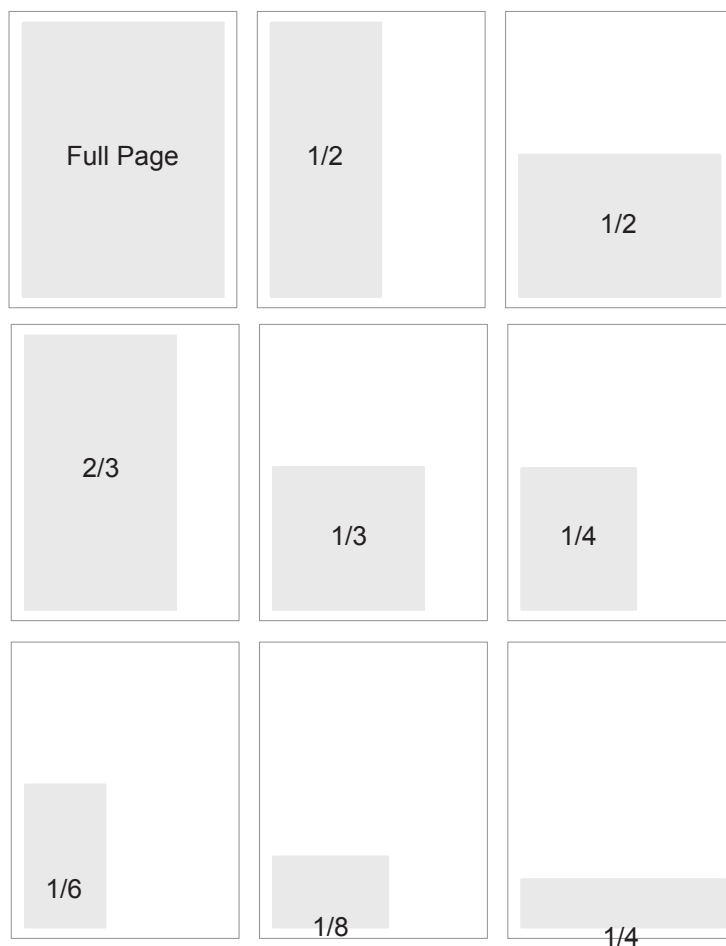
Full page Cover	\$450
Full Page Back Cover	\$475
Full pg Inside Front Cover	\$425
Full pg Inside Back Cover	\$425
Full 2 pages/ spread	\$725
Full Page (Live Area) 7.5" x 10"	\$400
Bleed Size 9.25" x 11.75"	
Trim Size 8.25" x 10.75"	
2/3 Page (Vert) 4.95" x 9.875"	\$300
Half Page (Vert) 3.68" x 9.875"	\$215
Half Page (Horiz) 7.5" x 4.9"	\$215
1/3 Page 4.95" x 4.9"	\$150
1/4 Page 3.68" x 4.9"	\$120
1/6 Page 2.4" x 4.9"	\$80
1/8 Page 3.68" x 2.4"	\$65

Business Cards & Classifieds 1 x rate

Prod & Svc Directory	\$30
6 months Prod & Svc Directory	\$165
Full Year Prod & Svc Directory	\$300
Classified 50 words/.50 addtl	\$20
Photo Classified 40 words	\$30

3~6~12 month runs qualify for 5~10~15% discounts
Additional 5% discount with prepayment

DISPLAY AD SIZES



Preferred Ad Formats

Ads should be submitted in electronic format to Ads@CFEquestrian.com
 JPEG or PDF preferred with minimum 300 dpi, all fonts embedded & ad/photos/illustrations CMYK
 Please name your ad something that refers to your business or organization (not CF Ad).

Deadline

10th for ads & material***15th for payment

Payment

Payments due by 15th of month preceding issue of interest * Checks, cash, credit card and PayPal accepted
 Checks payable to Central Florida Equestrian, mail to 4939 Caspian Court, Orlando, FL 32819
 credit card will be kept on file and processed by payment deadline
 Late payments may incur a 3% penalty fee after the 15th & 1.5% each month thereafter

Ad Design

\$5 Prod & Svc Dir ads * \$10 sixth & eighth page * \$15 quarter page * \$30 half page * \$50 up to full page