



## 2010 RMH MAGAZINE ADVERTISING Information

Payment must accompany all ads. Canadian advertisers:  
Please make payment in US dollars, check, or money order.

Space cannot be reserved without payment or payment arrangements. Ads received without payment will not be processed until receipt of payment. If payment is received after the deadline, the ad will be included in the next scheduled issue. No refunds on advertising.

All advertising must be approved by RMHA.

### Ad Dimensions in Inches:

Full Page: 7.375 x 9.875

Bleed: 8.625 x 11.125

Trim: 8.375 x 10.875

Live "safe" area: margins .375 in from bleed dimensions

Full Page Back Cover: 7.375 x 8.864

Bleed: 8.625 x 9.5

Trim: 8.375 x 9.363

Live "safe" area: margins .375 in from bleed dimensions

Half Page: 7.375 x 4.65

Quarter Page: 3.6 x 4.65

### File Requirements:

- \* Preferred file format is Press-Optimized PDF files with all fonts embedded
- \* Other acceptable file formats are high resolution TIFFs, EPS or JPEGs -- Minimum 300dpi
- \* CMYK color or grayscale images only. No RGB.
- \* Please size all images within 75% - 125% of final print size
- \* Additional charges may apply if adjustments need to be made to your files.

### International Show/WEG Issue:

Ad deadline: June 4, 2010

Estimated release: July 2010

### International Show Results/Stallion Issue:

Ad deadline: November 12, 2010

Estimated release: January 2011

### Ad Design/Creation:

- \* To have us create your ad, the design cost fee is:  
\$100/full page, \$75/half page and \$50/quarter page ad.  
(*This is in addition to the ad placement fee.*)
- \* Call Sara Hoffman at 859-492-5531 or e-mail [sara@allgraphics.com](mailto:sara@allgraphics.com) to get started.

### File Delivery:

For ads under 10 MEGs:

- \* E-mail: [sara@allgraphics.com](mailto:sara@allgraphics.com).

For larger ads:

- \* E-mail: [allgraphics@onlinefilefolder.com](mailto:allgraphics@onlinefilefolder.com) (only the ad file will be placed in the folder -- no text will be forwarded.)  
Please e-mail [sara@allgraphics.com](mailto:sara@allgraphics.com) to notify us that the file has been sent to the online folder.
- \* FTP: call 859-492-5531 for information.

### For More Information:

For information on ad insertion, rates/payments and deadlines call Ann Adkins at 423-235-7214 or e-mail her at [windyknollten@aol.com](mailto:windyknollten@aol.com).

For information about your advertising files, call Sara Hoffman at 859-492-5531 or e-mail [sara@allgraphics.com](mailto:sara@allgraphics.com)

### Web Classified Ad Text:

(100 words plus photo = \$5 a month) Post your classified directly on the [www.rmhorse.com](http://www.rmhorse.com) website by clicking on the Classified button. For more information contact Fay Raisanen at [rockyranch@hotmail.com](mailto:rockyranch@hotmail.com), 612-419-7373 or 304-895-8710.

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