



# 2011 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. See standards.

## RMH Magazine Advertising Standards

### Graphics:

1. The gait presented on the ad must comply with the gaits as written in the show rules. In a side view photo of the horse, the heel of the raised hoof cannot be higher than the knee of the other front leg.
2. No parked horse with back legs extended will be allowed.
3. Graphics may not contain logos or other visual symbols that would indicate the involvement, in any way, of any other breed(s) or registry(ies).

### Copy:

All copy should be consistent with the basic promotional intent of the magazine. Any reference to registration or recognition, including show accomplishments, with or by any other horse breed(s) or registry(ies) is strictly prohibited. In other words, no mention of a competing organization or awards won from a competing organization is allowed.

*If the advertisement does not depict these standards set by the Board of Directors and detailed in the bylaws, the advertiser will be asked to correct the ad.*

### Ad Dimensions in Inches:

Full Page 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 Bleed: 8.625" x 9.5"

Trim: 8.375" x 9.375"

Live "safe" area: margins .375" in from bleed dimensions on bottom and sides

Half Page: 7.375" x 4.8"

Quarter Page: 3.6" x 4.8"

### Spring/Summer Issue:

Ad deadline: March 20

Estimated release: May 1

### International Show/25th Anniversary Issue:

Ad deadline: June 20

Estimated release: August 1

### International Show Results/Stallion Issue:

Ad deadline: November 1

Estimated release: December 15

### 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 85% - 125% of final print size
- Additional charges may apply if adjustments need to be made to your files.

### Need an Ad Created:

- 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 or e-mail Sara Hoffman at 859-492-5531 or sara@alligraphics.com to get started.

### File Delivery:

For ads under 10 MEGs:

- E-mail: sara@alligraphics.com.

For larger ads:

- E-mail ad to alligraphics@onlinefilefolder.com, then e-mail Sara at sara@alligraphics.com with information about the ad.
- FTP: call 859-492-5531 for information.

### For More Information:

- Ad insertion, rates/payments and deadlines call Ann Adkins at 423-235-7214 or e-mail her at windyknollten@aol.com.
- Advertising files information, call Sara Hoffman at 859-492-5531 or e-mail sara@alligraphics.com

### Web Classified Ad Text:

(100 words plus photo = \$5 a month) Post your classified directly on the www.rmhorse.com website by clicking on the Classified button. For more information contact the RMH office.