



Peruvian Digest



817-426-0944 • Fax: 817-447-9711 • email: db@igait.com
WEBSITE: www.peruviandigest.com

Advertising Rates and Specifications

Payment must accompany advertising, unless prior arrangements have been made.

Four Color Ad Space

Frequency	1X	3X	6X
Full Page	\$700	\$650	\$600
Inside Front Cover	\$800	\$750	\$700
Inside Back Cover	\$750	\$700	\$650
Back Cover	\$850	\$800	\$750
Centerfold	\$1,700	\$1,500	\$1,200
Front Cover	\$3,000		

Peruvian Digest will design and layout ads for our advertisers at no additional cost. Ads usually take 8 to 10 hours to design, proof, correct and finalize. If we are required to provide these ads to other publications, there will be a charge of \$250 per publication.

Photo manipulation, i.e. taking out ropes, posts, etc., \$35 per hour.

Black & White Ad Space

Frequency	1X	3X	6X
Full Page	\$500	\$450	\$400
2/3 Page	\$400	\$375	\$300
1/2 Page	\$300	\$250	\$225
1/3 Page	\$225	\$200	\$175
1/4 Page	\$175	\$150	\$125

For 4-Color, add \$250 to the above rates.

Mechanical Specifications

Trim Size of Book: 8-1/2" x 11 **Image/Live Area**

Full Page	7" x 10"
2/3 Page-Vertical	4-5/8" x 9-1/2"
1/2 Page Island	4-5/8" x 7-3/8"
1/2 Page-Horizontal	7" x 4-7/8"
1/3 Page-Vertical	2-1/4" x 9-1/2"
1/4 Page	4-5/8" x 3-5/8"

Bleed size, full page ad: 9" x 11-1/2". All type or necessary image must be 1/2 inch from top, bottom or side trim which is 8.5 x 11.

Mail ads and payment to:

Peruvian Digest

PO Box 2288

Burleson, TX 76097-2288



All Credit Cards Accepted

The Stallions - \$50 per issue

Six issues for \$250 when paid in advance. Same photo and information must run 6 times consecutively to qualify for 6X rate. **Price includes one photo. Each add'l photo \$15.**

Business Card ad - \$25 per issue

Classified Ads: one column inch ad - 30 words or less \$10. Ea. additional word 50¢.

Closing & Publication Dates

Publication Date: **January/February**
Closing Date: November 1

ANNUAL STALLION DIRECTORY

Our Stallion Directory gives those making breeding decisions a look at the best stallions in our breed. Features a complete listing of Futurity Sires. In addition to our regular mailing. This issue is distributed from our Legacy Breeder's Exhibit throughout the year, and at the Peruvian National Show in Lima, Peru.

Publication Date: **March/April**
Closing Date: January 1

A great time of year to advertise those horses for sale. Riders get spring fever and are looking for that perfect trail horse. High sales season.

Publication Date: **May/June**
Closing Date: March 1

Kicks off our show season. In addition to our regular mailing, it is distributed from the Legacy Breeder's Exhibit at the Deep South Show, Baton Rouge, LA; the Central States Show, Tunica, MS; the Sooner State Show, Chickasha, OK and the Gold Rush Classic in Denver Colorado. This one really covers the country reaching new people attending these shows.

Publication Date: **July/August**
Closing Date: May 1

Our Annual Ranch issue gives ranch owners an opportunity to promote their ranch, breeding program and outstanding mares and stallions.

Publication Date: **September/October**
Closing Date: July 1

NATIONAL SHOW ISSUE is distributed from the Legacy Breeder's Exhibit at our National Show, the Southwest Show, Camino Real, and the Lone Star Show. This is a great issue in which to run sales lists for those looking for a Peruvian horse as a Christmas Gift.

Publication Date: **November/December**
Closing Date: September 15

Our annual wrap up of the year featuring the winners of the American and Canadian National Shows along with coverage of the last quarter's shows.