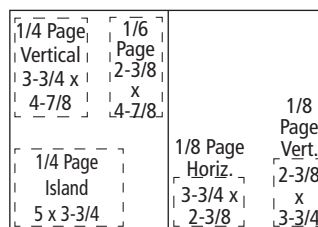
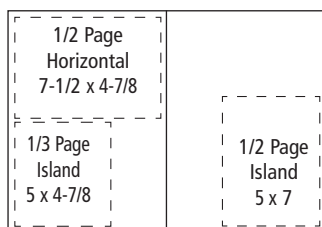
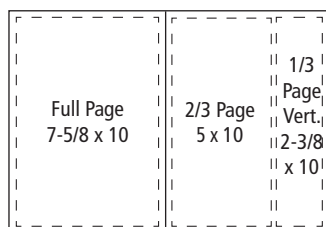


**2011
ad
rates**

Endurance News

Black & White			
Size	1-2 issues	3-7 issues	8-12 issues
Full page	\$550	\$505	\$440
2/3 page	\$415	\$370	\$330
1/2 page	\$340	\$310	\$270
1/3 page	\$290	\$260	\$230
1/4 page	\$215	\$195	\$165
1/6 page	\$180	\$160	\$140
1/8 page	\$135	\$125	\$110

Full Color			
Size	1-2 issues	3-7 issues	8-12 issues
Outside Back	\$1085	\$985	\$865
IFC/IBC	\$940	\$855	\$750
Full page	\$855	\$775	\$680
2/3 page	\$640	\$580	\$515
1/2 page	\$530	\$480	\$425
1/3 page	\$445	\$405	\$355
1/4 page	\$330	\$305	\$265
1/8 page	\$215	\$200	\$175



EFFECTIVE & ECONOMICAL:

Classified Plus!

Classified Plus! ads include one photo or logo. All Classified Plus! ads must be prepaid. For each additional inch over 3", add \$20.

	1-2 issues	3-7 issues	8-12 issues
1" ad	\$45	\$40	\$35
2" ad	\$70	\$65	\$60
3" ad	\$95	\$90	\$80

Horses for Sale & Stallion Directory Ads

Size	1 issue	3 issues
2-3/8 x 3-1/8"	\$60	\$150

Classified Ad Rates

60¢ per word, \$10 minimum. All classified ads must be prepaid and must be received by the 5th of the month for insertion in the next month's issue. Classified ads also appear online at AERC's website.

Memorial Ads: 1/4 page size: \$80



American Endurance Ride Conference
 P.O. Box 6027 • Auburn, CA 95604
 530-823-2260 • toll-free 866-271-2372
 fax 530-823-7805 • website: www.aerc.org
 e-mail: endurancenews@foothill.net

Production Specifications: Trim size: 8-1/2 x 11. Printing: Offset sheetfed, 70 lb. glossy for color. Binding: saddle stitch. Full bleeds available on all color pages and some black & white pages.

Artwork: All ad files must be provided in a Macintosh format. All linked graphics and fonts must be included. Color must be saved as CMYK. High resolution photographs must be 150 line screen (minimum of 300 dpi). Please output a copy of all files included on your disk. A proof is required for each ad. A color proof must be provided with each color ad. Send files by e-mail to endurancenews@foothill.net.

Composition Charges: Basic composition charges and scanning of one photo are included in the space rates. Additional composition charges may apply to complex ad layouts or ad with multiple photos.

Placement Requests: Add 15% to ad rates.

Deadlines: Ads must be received by the first of the month for insertion in the following month's issue (i.e., April 1 for May edition), unless prior arrangements have been made.

Miscellaneous: Publisher not responsible for typographical errors, omission of copy or misrepresentation of copy in ads. Publisher reserves right to reject ads deemed unsuitable.

Cancellations: Cancellation orders must be in written form and be received by the first of the month preceding month of insertion date.

Terms of Payment: New advertisers must prepay cost of first advertisement. Bills are mailed upon publication. Net cash, 30 days from billing date. 1-1/4% added monthly for late payment. Payment may be made by MasterCard or Visa. 5% discount for full payment in advance of contracts. No additional discounts on classified ads or sale/stallion directory ads.

Ride Manager Discount: Advertisements for AERC-sanctioned endurance rides: 20% discount.

Agency Discount: Call or e-mail for agency discount rate.

OUR GIFT TO YOU:
Complimentary subscription
with any signed contract of
3 or more months!