

# Professional FARRIER™



## ADVERTISING RATES

Black Process	1x	3x	6x	Directory	Convention
Full Page	825	800	775	990*	910*
2/3 Page	675	650	625	810*	740*
1/2 Page	550	540	530	660*	605*
1/3 Page	360	350	340	432*	400*
1/4 Page	320	310	300	384*	350*
1/6 Page	250	240	230	300*	275*

4 Color Process	1x	3x	6x	Directory	Convention
Full Page	1500	1475	1450	1800*	1650*
2/3 Page	1250	1225	1200	1500*	1375*
1/2 Page	1050	1025	1000	1250*	1155*
1/3 Page	700	675	650	910*	770*
1/4 Page	575	550	525	745*	630*
1/6 Page	450	425	400	540*	495*

\* 3x and 6x advertisers receive regular rate pricing for specialty issues.

### Classified Ads

\$0.80 per word. A \$32.00 minimum charge, based on 40 words, applies.

Classifieds with graphics: a minimum charge of \$90.00, applies.

## GENERAL INFORMATION

### Distribution

*Professional Farrier*™ is distributed to more than 3,000 AFA members. Additionally, each regular issue includes an over-run of 1,500 copies, which are distributed to new and prospective members, at AFA Chapter events, at Equine Affaire, at various state and regional horse fairs, at farrier school, and at all North American veterinary colleges. Copies are also mailed to lapsed members and presented to advertisers for free distribution.

### Publication Dates

Please note that our publication dates are unique! Distribution is scheduled for the first day of the second month listed for publication (e.g., Jan/Feb publication is distributed on February 1st).

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## ADVERTISING SPECIFICS

### Premium Positions

Back cover: 50% premium

Inside front & back covers: 20% premium

Guaranteed position: 10% premium

### Inserts & Specialty Units

Inserts, gatefolds, spreads, two-color processes, bind-in cards, and other special unit options are available at reasonable rates. Contact the advertising department for information and pricing.

### Agency Commission

15% commission to recognized advertising agencies providing complete digital or offset materials to industry standards.

### Ad & Copy Deadlines

Dec 5	January/February
Jan 5	<i>AFA Annual Convention Program</i>
Feb 5	March/April
Apr 5	May/June
Jun 5	July/August
Aug 5	September/October
Oct 5	<i>AFA Membership Directory &amp; Resource Guide</i>
Oct 5	November/December

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## MECHANICAL REQUIREMENTS

### Printing Specifications

Trim Size: 8-3/8" x 10-7/8"

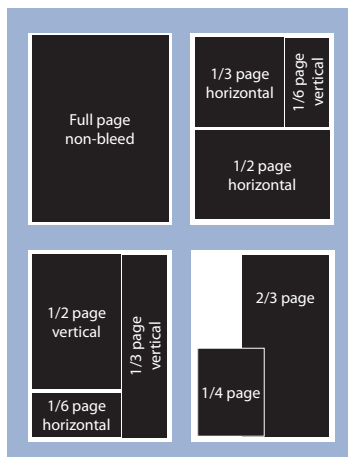
Live Area: 8-3/8" x 10-7/8"

Print Process: Offset

Binding: Saddle Stitch

### Ad Sizes

Unit	Width/Depth
Full Page- bleed	8-1/2" x 11"
Full Page- no bleed	7-1/2" x 10"
2/3 page	4-3/4" x 10"
1/2 page horizontal	7-1/2" x 4-7/8"
1/2 page vertical	4-7/8" x 7-3/8"
1/3 page horizontal	4-3/4" x 4-3/4"
1/3 page vertical	2-3/8" x 10"
1/4 page	3-1/2" x 4-7/8"
1/6 page horizontal	4-7/8" x 2-3/8"
1/6 page vertical	2-3/8" x 4-7/8"



### Digital Specifications

- PDF format is preferred. The PDF should contain all necessary information, including embedded fonts, images at 300 dpi, line art at 800 dpi, colors in CMYK mode (not RGB).
- Individual fonts and images used in the completed ad should be provided separately. Graphics/pictures in the ad should be provided in TIFF or EPS format.
- A laser proof should accompany all digital files. Color lasers are used for approximation and reference, not for exact press color matching.

### Applications

- Preferred format for completed ads is print quality PDF or TIFF.
- Acceptable digital files include InDesign CS2, Illustrator CS2, Photoshop CS2

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- All fonts and individual graphic image files should be submitted along with the primary file, and a hard-copy laser proof should accompany all files. We make every possible effort to read digital files submitted in the formats listed above. However, the magazine will not be responsible for incomplete or unreadable files.

## Bleeds

- Bleeds are available on full page only. Trim size is 8-3/8" wide by 10-7/8" deep. Ads should be built to trim, with bleeds extending 1/8" on all sides. Live matter (text) should be kept 3/8" from trim edge, leaving a 3/8" safety on either side of the gutter.

## Photos

Digital photos must be 300 dpi minimum, 5" x 7" or larger, submitted as PDF or TIFF formats. Publisher is not responsible for image degradation of files submitted in JPG format. Negatives are not accepted.

## Design Services & Assistance

We provide advertisers with design and production services and support at additional charges, which are discounted significantly for multiple insertions. If you need design services, or assistance with creating camera-ready design, please contact the advertising department for rates and information.

*The Publisher reserves the right to reject advertising copy and/or artwork.*

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## Jan/Feb (New Products issue)

**Highlights:** Final information and forecast for AFA Annual Convention, including New Products insert for year-long advertisers. All advertisements and new product listings include booth numbers for convention MarketPlace.

**Bonus Distribution:** Equine Affaire—OH, Illinois Horse Fair, Louisiana Horse Expo, AFA Chapter Events, *Professional Farrier™* Advertisers, veterinary schools, farrier schools.

## AFA Annual Convention Program

**Highlights:** All MarketPlace vendors listed alphabetically, includes 50-word description prepared by vendor and list of all vendor representatives.

## Mar/Apr (post-Convention issue)

**Highlights:** Provides detailed information and highlights from AFA Annual Convention, including Achievement Award Recipients, contest winners, new officers, summary of meeting minutes. This issue also includes announcements of open nominations and presents the logo for the next year's convention.

**Bonus Distribution:** Equine Affaire—OH, Hoosier Horse Fair, Midwest Horse Fair, Volunteer Horse Fair, AFA Chapter Events, *Professional Farrier™* Advertisers, veterinary schools, farrier schools.

## May/Jun

**Highlights:** Providing a forecast for next year's convention, this issue includes a list of the featured speakers and topics as well as the drawings for the new competition shoes.

**Bonus Distribution:** Western States Horse Expo, AFA Chapter Events, *Professional Farrier™* Advertisers, veterinary schools, farrier schools.

## Jul/Aug

**Highlights:** Includes statement of closed nominations and a complete list of all candidates for elected office (Officers and Board of Directors).

**Bonus Distribution:** Equine Extravaganza—NC, AFA Chapter Events, *Professional Farrier™* Advertisers, veterinary schools, farrier schools.

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## Sep/Oct (Annual Election issue)

**Highlights:** Incorporates special insert with all candidate statements. Includes nomination for AFA Achievement Awards.

**Bonus Distribution:** Equine Affaire—MA, Equine Extravaganza—VA, AFA Chapter Events, *Professional Farrier*™ Advertisers, veterinary schools, farrier schools.

## AFA Annual Membership Directory & Resource Guide

**Highlights:** Carried and referenced throughout the year, this Guide includes a complete listing, alphabetically and geographically, of all AFA and FIA members.

## Nov/Dec (pre-Convention issue)

**Highlights:** Includes informational and feature material related to upcoming convention, summary of mid-year meeting, annual index of articles and “thank you” notes to year-long advertisers.

**Bonus Distribution:** Equine Affaire—MA, Equine Affaire—CA, AFA Chapter Events, *Professional Farrier*™ Advertisers, veterinary schools, farrier schools.