

RIDING

CALIFORNIA RIDING MAGAZINE

PER INSERTION	1		2-5		6-12	
	B&W	Color	B&W	Color	B&W	Color
Full page	\$545	\$1055	\$525	\$1035	\$495	\$1015
2/3 page	\$445	\$800	\$435	\$785	\$425	\$775
1/2 page	\$335	\$600	\$320	\$590	\$310	\$580
1/3 page	\$215	\$435	\$205	\$425	\$195	\$415
1/6 page	\$125	\$250	\$120	\$240	\$115	\$230
1/12 page	\$90	\$170	\$85	\$160	\$80	\$150

SPECIAL PLACEMENT AND COVERS - CALL FOR QUOTE
DEADLINE: 13TH OF EVERY MONTH PRIOR TO PUBLICATION.

AD SIZES

WIDTH x HEIGHT

Full Page (Trim Size)

8.375 x 10.75

Page Size W/Bleed

8.875 x 11.25 with .5 in. margins

To download a template:
 go to www.ridingmagazine.com

2/3 (vertical only)

4.75 x 9.625

1/2 (horizontal)

7.25 x 4.75

1/2 (vertical)

4.75 x 7.125

1/3 (horizontal)

4.75 x 4.75

1/3 (vertical)

2.313 x 9.625

1/6 (horizontal)

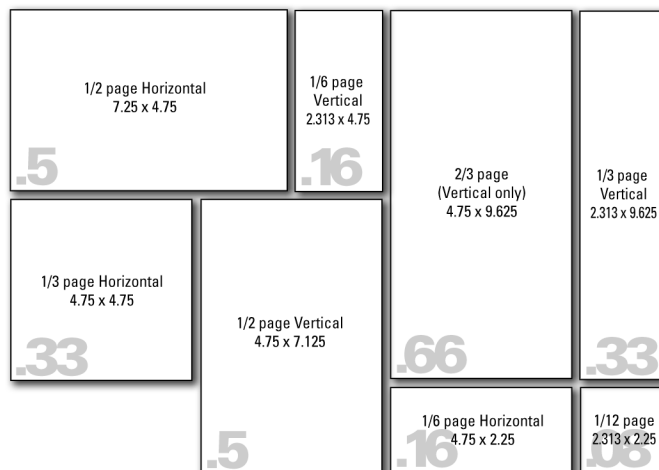
4.75 x 2.25

1/6 (vertical)

2.313 x 4.75

1/12

2.313 x 2.25



The above prices and sizes for insertions in Riding Magazine only. Other ad design and layout services are available - Call for quote. Preferred positions are available for an additional fee. Publisher reserves the right to reject any advertising submission.

REQUIREMENTS FOR CAMERA READY ADS - Electronic files must be in Mac format, submitted in one of the following ways:
 CD or via E-mail - info@ridingmagazine.com - files must be 300 dpi

FORMATS ACCEPTED: PDF files preferred - Adobe InDesign, Quark Xpress, Adobe Illustrator, Adobe Photoshop (Include fonts)
 ai, tiff, psd, eps, pdf, sit (compression), jpeg, gif, bmp - call if your format is not listed.

*** **WE DO NOT ACCEPT MICROSOFT PUBLISHER FILES** ***

Riding's Publications, Inc.

9131 Chesapeake Dr • San Diego, CA • 858.503.7872 • toll free: 888.272.0472 • fax: 858.268.0397
ridingmagazine.com • cahorse.com • sporthorsetalliondirectory.com • info@ridingmagazine.com