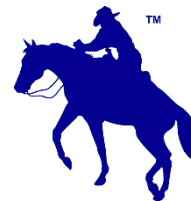


Hoof Print

Newsletter of the NORTH AMERICAN TRAIL RIDE CONFERENCE



Business and Classified Advertising Prices, Specs and Deadlines

Ask about a sponsorship that includes advertising plus other opportunities.

Many plans are available. Contact Shari Parys at katbalu96@aol.com.

DISPLAY ADVERTISING

Page Size	Per Issue 1 to 2	Per Issue 3 to 4	Orientation	Dimensions Width x Height
Full	\$275	\$255	Vertical	7.25" x 9.75"
Half	\$150	\$135	Vertical Horizontal	4.75" x 7.25" 7.25" x 4.75"
1/3 rd	\$100	\$ 90	Vertical Horizontal	2.25" x 9.75" 4.75" x 4.75"
1/4 th	\$ 80	\$ 70	Horizontal	4.75" x 3.75"
1/6 th	\$ 50	\$ 45	Vertical Horizontal	2.25" x 4.75" 4.75" x 2.25"

Submittal: Contact Advertising Rep (below) to arrange for ad. Submit uncompressed 150 dpi or more, color, JPEG file at print size. Include business name in the file name. Email to Bev Roberts, matefey@gmail.com.

CLASSIFIED ADVERTISING

	1X	Yr (4 X)
Up to 20 words	\$16	\$60
Border ad up to 30 words	\$25	\$90
Border ad w/photo, 30 words	\$30	\$105
Over word limit	\$.10	\$.10
	word	word

If purchasing for the year, please submit the total fee (above right) with ad submission.

Submittal: Please make check payable to NATRC and mail to: *Hoof Print*, NATRC, PO Box 969, Beatrice, NE 68310. Email ad to: matefey@gmail.com

PUBLICATION SCHEDULE:

Issue	Submission Deadline	Publication Date
Winter (Dec/Jan/Feb)	November 15	January 1
Spring (Mar/Apr/May)	February 15	April 1
Summer (Jun/Jul/Aug)	May 15	July 1
Fall (Sep/Oct/Nov)	August 15	October 1

Free Ad Design For Those Who Request the Service
(Display or Photo Classified)

CIRCULATION: NATRC™ circulates *Hoof Print* to membership and supporters on a quarterly basis. It delivers all the official information, national convention coverage, ride results and news as well as in depth educational articles, columns and individual stories from rides and riders.

CONTACTS: Commercial / personal / breed organization advertising inquiries – Advertising Representative
Sponsorship inquiries – Sponsorship Chair

Position	Contact	Email Address
Advertising Rep & Ad Design	Bev Roberts	matefey@gmail.com
Sponsorship Chair	Shari Parys	katbalu96@aol.com
NATRC Office	Sarah Rinne	natrc@natrc.org
Editor	Laurie Knuutila	wildroseph@yahoo.com

Thank you for considering advertising in *Hoof Print*, the official publication of the NATRC.

