

Tenth Page
(Business Card - reduced)
(2.25" wide x 1.25" tall)

Quarter Page
(2.25" wide x
3.75" tall)

Eighth Page
(2.25" wide x 1.75" tall)

The Happy Hooper
**2010 Horseman's Guide and
Business Directory**

Ad Sizes and Rate Sheet

Business Name	Free
City, State, Telephone (2 lines/ only 1 phone number allowed)	Listing

Business Name	Business
Address	Listing
Telephone (1 or 2 numbers)	
Email	
Website	

Business Name	Highlighted
Address	Business
Telephone (1 or 2 numbers)	Listing
Email	
Website	

Half Page Horizontal
(4.75" wide x 3.75" tall)

<u>Rates</u>	<u>B/W</u>	<u>Color</u>
Business Listing	\$5	\$N/A
-Add. Listings	\$1	\$N/A
Highlighted Listing	\$8	\$N/A
-Add. Listings	\$2	\$N/A
Tenth Page	\$25	\$35
Eighth Page	\$30	\$45
Sixth Page	\$40	\$60
Quarter Page (Ver/Hor) ..	\$60	\$90
Third Page	\$85	\$120
Half Page (Ver/Hor)	\$125	\$175
Full Page	\$215	\$300
Inside Front Cover	\$N/A	\$450
Inside Front	\$N/A	\$375
Back Cover	\$N/A	\$525
Inside Back Cover	\$N/A	\$450
Inside Back	\$N/A	\$375
Two Page Spread	\$365	\$510

Half Page Vertical
(2.25" wide x 7.5" tall)

Ads must be submitted as jpegs or pdfs. Word documents will not be accepted.

Ad design is available at the rate of \$15 for Third Page or smaller and \$30 for Half Page or larger.

Third Page
(4.75" wide by 2.25" tall)

Full Page
(4.75" wide by 7.75" tall)

Sixth Page
(2.25" wide x
2.5" tall)

The Happy Hooper 2010 Horseman's Guide and Business Directory Advertising Contract

Thank you for choosing to advertise in The Happy Hooper 2010 Horseman's Guide and Business Directory! We're sure you'll be happy with this choice as it will give your business or service the opportunity to be noticed by your target market.

All ads must be paid in full by November 5, 2009 or they will not be placed in the publication. No ads will be accepted without a completed advertising contract. Please let your directory representative know if you have any questions.

Business Name: _____

Contact: _____

Address: _____

Phone/Fax: _____

Email: _____

Website: _____

Preferred method of contact: _____ Phone _____ Email

Ad Rate: \$_____ + Design \$_____ + Add. Cats \$_____

Payment Due: \$ _____

Authorized Signature _____ Date _____

Ad Size - Check One:

	B/W	Color	
_____ Business Listing	\$5	\$N/A	— Free Listing w/ ad purchase
_____ *Add. Listings	\$1	\$N/A	
_____ Highlighted Listing	\$8	\$N/A	— Free
_____ *Add. Listings	\$2	\$N/A	Highlighted Listing w/ Full Page ad purchase
_____ Tenth Page	\$25	\$35	
_____ Eighth Page	\$30	\$45	
_____ Sixth Page	\$40	\$60	
_____ Quarter Page (Ver/Hor)	\$60	\$90	
_____ Third Page	\$85	\$120	
_____ Half Page (Ver/Hor)	\$125	\$175	
_____ Full Page	\$215	\$300	
_____ Inside Front Cover	\$N/A	\$450	} Only 1 each available! Full payment within 5 days required. Waiting list will be maintained.
_____ Inside Front	\$N/A	\$375	
_____ Back Cover	\$N/A	\$525	
_____ Inside Back Cover	\$N/A	\$450	
_____ Inside Back	\$N/A	\$375	
_____ Two Page Spread	\$365	\$510	

Choose Categories (circle):

- | | | | |
|----------------------------|-----------------------------|------------------------------|------------------------------------|
| Arts, Crafts, and Jewelry | Farm Equipment | Rider Care | Rescue Orgs |
| Barn Builders/Construction | Farriers | Lessons/Instructors (Rider) | Stallion Services |
| Boarding Facilities | Feed | Leather Repair | Tack, Horse Supplies, and Clothing |
| Breeders | Freeze Marking/Branding | Pasture Management | Training (Horse) |
| Camps | Hay | Photographers | Truck/Trailer |
| Clubs | Holistic / Alternative Care | Pony Parties | Sales & Repair |
| Equine Dentistry | Horse Sales | Realtors | Veterinarians |
| Equine Transport/Hauling | Horse & Pet Sitting | Rental Stables (Trail Rides) | Veterinary Supplies |

Type of Payment: _____ check _____ paypal _____ cash	Design Work Needed: _____ \$15 (1/3 page -) _____ \$30 (1/2 page +)
Date Payment Received: _____	Ad Rate: \$_____ Listing Rate: \$_____ Add. Cats: \$_____
Happy Hooper Representative: _____	Primary Category: _____