

# EQUESTRIAN CENTRAL

## Advertising Information

### ABOUT THE MAGAZINE

EQUESTRIAN CENTRAL is a full service horse publication promoting advertisers looking to specialize in the Missouri trail & show horse industries.

Regionally renowned horse specialists, including veterinarians, trainers & economic advisors currently contribute regular monthly editorials. EQUESTRIAN CENTRAL staff members are responsible for conducting monthly interviews & profiles on

accomplished local horsemen.

EQUESTRIAN CENTRAL is a free horse magazine for readers in Missouri with growing distribution in Kansas, Iowa, Oklahoma, Illinois & a fast growing subscription base. We provide information on topics such as a professional profile, legal issues, health concerns, upcoming events, & other interests including a classified marketplace.

### 2006 EDITORIAL CALENDAR:

#### 2006 Official Publication of:

Missouri Quarter Horse Association ★ Mo-Kan Paint Horse Club ★ Missouri Foundation Quarter Horse Alliance  
Missouri Ranch Horse Association ★ Missouri Team Sorting Association ★ Show-Me State Team Roping Association  
Mid-Mo Stock Horse Association ★ Crossroads Stock Horse Association ★ Gaitway Walking Horse Association

Issue	Emphasis	Reservation Deadline	Materials Deadline
January	MQHA Convention & Futurity Coverage	December 10, 2005	December 15, 2005
February	Preview: 2006 MO Equine Industry Month*	January 10, 2006	January 15, 2006
March	2006 Stallion Issue*	February 10, 2006	February 15, 2006
April	MFQHA Spotlight	March 10, 2006	March 15, 2006
May	CRSHA Spotlight	April 10, 2006	April 15, 2006
June	Mo-Kan Paint Horse Club Spotlight	May 10, 2006	May 15, 2006
July	Team Sorting / Roping Spotlight	June 10, 2006	June 15, 2006
August	Missouri State Fair Preview*	July 10, 2006	July 15, 2006
September	Pinto World Report	August 10, 2006	August 15, 2006
October	Missouri State Fair Results	September 10, 2006	September 15, 2006
November	Missouri Cutting Horses	October 10, 2006	October 15, 2006
December	World Foundation QHA Show Results	November 10, 2006	November 15, 2006

\* 5-10,000 extra copies printed for: February: Equifest March: Stallion Issue

August: Missouri State Fair & AQHYA World Show

Questions?



(573) 445-7999

**Missouri's Largest Equine Publication**

STATEMENT OF DISTRIBUTION:  
On average, 20,000 copies are printed each month. Issues are hand distributed by the staff of EQUESTRIAN CENTRAL to over 160 Gas Stations, 47 Western Stores, 151 Feed Stores, 26 Vet Offices, 21 Sale barns and 19 major Arenas throughout the state of Missouri. In addition, 7,500 copies are distributed in Kansas, Iowa, Illinois, Nebraska and Oklahoma.

P. O. Box 33  
HARRISBURG, MO 65256

P (573) 445-7999  
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### Mechanical Requirements

#### Ad Sizes

##### Bleed Size

8.75" x 11.25"

##### Trim Size

8.25" x 10.75"

##### Live Image Area

7.5" x 9.833"

#### LIVE IMAGE AREA

Width Height

Full Page	7.5"	9.833"
1/2 Page (H)	7.5"	4.87"
1/2 Page (V)	3.698"	9.833"
1/3 Page (H)	7.5"	3.580"
1/3 Page (V)	2.4"	9.833"
1/4 Page	3.698"	4.87"
1/8 Page	3.698"	2.354"
Business Card	3.261"	1.76"

### Media Specifications

#### Camera Ready Ads

will be accepted in the following file formats:

Quark Xpress 6.5 or lower  
Adobe Photoshop 7.0 or lower  
Adobe PDF  
EPS  
Microsoft Publisher

Fonts must accompany ad.

Graphics must be a minimum of 300 DPI, CMYK and EPS, TIFF, JPG or GIF.

#### Non-Camera Ready Ads

Original scanned graphics via email, minimum of 300 DPI

Text for ads may be submitted as any of the above formats or a Microsoft Word