



ST PUBLISHING

2019 Advertising & Publishing Guide



The Saratoga Special
thisishorseracing.com



THE SARATOGA SPECIAL

A daily newspaper at the country's greatest meet, The Special covers the Saratoga summer season from Broadway to the backstretch. Opened in 1864, Saratoga Race Course is one of the world's most storied sporting venues. Created in 2001, The Special covers everything that happens there during the season. The Special reaches beyond upstate New York with a popular digital edition posted online every day.

THISISHORSERACING.COM WEBSITE

Launched in 2013, the site is a year-round platform for the racing journalism we have done for 25 years – impactful, readable, unique, fun. There is always something to read and something to see. The site covers flat racing, jump racing and the Thoroughbred industry in general.

THOROUGHBRED RACING CALENDAR

The original full-color, glossy wall calendar with more than a quarter-century of history – showcasing the best Thoroughbreds each year. Our covers over the years have included Justify, Gun Runner, American Pharoah, California Chrome, Wise Dan, Zenyatta, Rachel Alexandra, Havre de Grace, I'll Have Another, Curlin and plenty of others.

QUALITY EDITORIAL PROJECTS

ST has created an awards program for the New York Thoroughbred breeders, worked with the Queens Tribune on a Belmont Stakes Preview Guide, helped the National Steeplechase Association launch a new website, managed a website for trainer Tim Keefe and more. Other projects include a promotional booklet for star broodmare Princess Of Sylmar and work for The New York Times, The Philadelphia Inquirer, New York Post, The Irish Field, The Racing Post, Horse Racing Radio Network, ESPN and TVG (among others). Contact us about any project involving words and horses.

CONTACT US

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joe@thisishorseracing.com

MAIN OFFICE & MAILING ADDRESS
364 Fair Hill Dr., Ste. F, Elkton, MD 21921
In the heart of Fair Hill horse country.

SARATOGA OFFICE (Racing Season Only)
259 East Ave., Saratoga Springs, NY 12866
Next to Fasig-Tipton sales grounds.



THE ST PUBLISHING STORY

ST celebrates the equine athlete. ST focuses on the editorial value of the industry, the horses and the people who take part. Readers will find news, entertainment, information, photography, numbers, humor and – above all else – quality writing that fulfills this mission.

ST began in 1994 as a part-time business for brothers Sean and Joe Clancy with the launch of Steeplechase Times Newspaper. The Saratoga Special, Thoroughbred Racing Calendar, a website and other projects soon followed. Based in Fair Hill, Maryland., the company focuses on quality editorial products and has not lost any of its small-business approachability.

The Clancys are horsemen first. Their father, Joe, trained steeplechase and flat horses. Sean is a former champion steeplechase jockey and runs Riverdee Stable, a racing partnership with stakes wins on the flat and over jumps. Joe worked as his father's assistant through college. The University of Delaware graduates have written for numerous publications within racing and the general media.

Managing Editor Tom Law joined the team in 2013, extending his career in racing journalism after working at Thoroughbred Times and The Saratogian. He lends additional expertise, experience and a year-round presence in Saratoga Springs, N.Y.

ACHIEVEMENTS/HONORS

ST Publishing and its staff have often been recognized for excellence.

Honors include:

- Charles Engelhard Award for outstanding coverage of the Thoroughbred industry.
- Eclipse Award for Thoroughbred racing media (three times).
- David F. Woods Award for best Preakness article (seven times).
- Joe Hirsch Belmont Stakes Writing Award (three times).
- Bill Leggett Breeders' Cup Writing Award (three times).
- Red Smith Kentucky Derby Writing Award.
- American Horse Publications General Excellence Award (numerous).
- American Horse Publications Awards for individual articles (numerous).
- Benjamin Franklin Book Award from the Independent Book Publishers Association.
- Notable sports writing of 2017 from Best American Sports Writing.



The **SARATOGA** *Special*

A FULL-COLOR DAILY NEWSPAPER FOR RACING'S GREATEST MEET

OUR READERS

As Kentucky Derby-winning trainer Todd Pletcher says, "Everybody reads The Special." From the backstretch in the morning to the races in the afternoon to the porches, bars and restaurants at night, The Special is everywhere during America's most historic and special race meet. Total circulation is 5,000 per day with higher numbers on weekends, sales week and special occasions such as Travers Day. Beyond Saratoga, The Special's digital edition serves as a must read around the world.



PUBLICATION SCHEDULE

The Special publishes **34 editions** during the summer racing season at Saratoga Race Course in Saratoga Springs, New York, Thursday through Sunday with special Monday and Tuesday editions during Sales Week. With the expanded racing season in 2019, the first 30 editions are print and digital while the final four (August 29 through September 1) are digital only and available as PDFs at thisishorseracing.com.

OPENING DAY AND FIRST EDITION: THURSDAY, JULY 11.

Final Edition: Sunday, September 1. Closing Day: Monday, September 2.

CLICK HERE FOR SARATOGA PUBLISHING CALENDAR

ADVERTISING RATES & SIZES

ALL SARATOGA SPECIAL ADVERTISEMENTS IN FULL COLOR

Single Edition (1 insertion)

Size	Price
Full	\$950
3/4	\$900
1/2	\$800
1/4	\$600
1/8	\$500

Weekend (16 insertions)

Size	Price
Full	\$8,800 (\$550 ea.)
3/4	\$8,000 (\$500 ea.)
1/2	\$7,600 (\$475 ea.)
1/4	\$4,500 (\$282 ea.)
1/8	\$2,600 (\$163 ea.)

Sales Week (8 insertions*)

Size	Price
Full	\$6,800 (\$850 ea.)
3/4	\$6,400 (\$800 ea.)
1/2	\$6,000 (\$750 ea.)
1/4	\$4,000 (\$500 ea.)
1/8	\$2,800 (\$350 ea.)

Full Season (34 insertions)

Size	Price
Full	\$12,000 (\$353 ea.)
3/4	\$11,000 (\$324 ea.)
1/2	\$9,800 (\$289 ea.)
1/4	\$5,000 (\$148 ea.)
1/8	\$3,400 (\$100 ea.)

*Sales Week ads run in eight editions Aug. 3-11.

Business Card section ads \$900 for full season (sign up early).

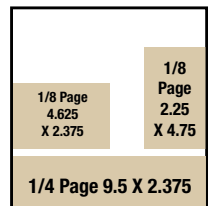
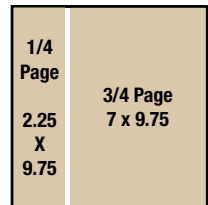
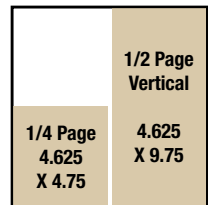
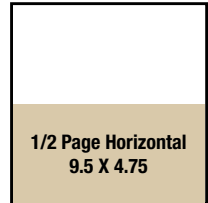
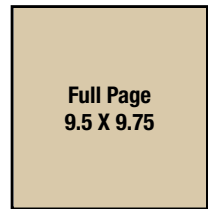
Travers Day, Back Cover, Inside Front, Inside Back, Center Spread and other premium rates upon request.

Materials: Seven days prior to publication date (but deadlines bend).

Format: High-resolution PDF to joe@thisishorseracing.com.

ST Publishing gives 15% discount to agencies which supply insertion orders and materials. Discount may be revoked if payment not received in 30 days. ST Publishing reserves the right to bill advertisers for design services beyond basic design, and can refuse any advertisement.

AD SIZE	DIMENSIONS (inches W x H)
Center Spread	20 X 9.75
Full Page	9.5 X 9.75
3/4 Page	7 x 9.75
1/2 Page	Horiz.: 9.5 X 4.75. Vert.: 4.625 X 9.75
1/4 Page	1 col.: 2.25 X 9.75. 2 col.: 4.625 X 4.75
	4 col.: 9.5 X 2.375
1/8 Page	1 col.: 2.25 X 4.75. 2 col.: 4.625 X 2.375
Business Card	3 X 1.75





THISISHORSERACING.COM

Launched in 2013, thisishorseracing.com has become a must-read for fans and participants in Thoroughbred racing. Want to know what it's like to watch a Kentucky Derby winner work at sunrise? We're the place. Want educated opinions? Search, read, be informed. Want to promote your business to thousands of racing fans? Buy an ad. Like The Saratoga Special, it's an editorial product. People go to our site for the articles, the content, the reading and – launched in 2018 – the podcasts. Readers will see or hear your advertisement, realize you care about the same things, see what you have to offer.

WEBSITE TRAFFIC REPORT

Our readers are owners, breeders, trainers, buyers, sellers, movers and shakers in the industry. In addition, they are fans, enthusiasts, horseplayers. They want to read what we write and they return over and over again. In 2018, the site generated an average of 25,000 page views, and 10,000 users, per month. Traffic always increases during Saratoga with 90,000 page views and more than 20,000 users in six weeks, plus more than 1,500 daily downloads of The Saratoga Special's digital edition in 2018.

ADVERTISING OPTIONS

Soup to nuts. You can buy standard buttons and banners, a flash page, an ad in our email newsletter (sent weekly to 5,000 people) and pretty much any variation on the theme. Various areas of the site are also available for sponsorship. Call us with an idea. We'll act on it.

Options subject to change. Custom packages available.

Ask about sponsoring popular editorial features.

ADVERTISING RATES & SIZES

For thisishorseracing.com website and email newsletter

Ad (dimensions in pixels)	Price	Price
Top of Site Banner (1200 x 75)	\$350/month	\$3,000/year
Standard Banner (875 x 108)	\$250/month	\$2,000/year
Standard Box (280 x 108)	\$200/month	\$1,500/year
Big Square (400 x 400)	\$400/week	
Email Banner (875 x 108)	\$200/week	



ADDITIONAL OPPORTUNITIES

THOROUGHBRED RACING CALENDAR

Full-color wall calendar (14 inches wide by 22 inches deep when open) depicts the sport's best horses each year. Now more than two decades old, the 13-month calendar is released in November.

- **Wholesale:** Racetracks, tack shops, book stores, and gift shops sell the calendar wholesale.
- **Personalized:** Select businesses – including feed companies, tack shops, veterinarians, and stables, personalize the calendar with a message visible all year to customers.
- **Retail:** Place an order at our online store at thisishorseracing.com or call our office at (410) 392-5867.

EXPERTISE FOR HIRE

While our projects take up much of our time, we do take on work for outside clients and are available for book projects, website design, radio and television commentary, pretty much anything to do with editorial content and Thoroughbred racing. Call us and we'll get to work.

SARATOGA SPECIAL INTERNSHIPS: A PATH TO SUCCESS

The Saratoga Special offers unique internships during its publishing season that provide the opportunity for those interested in careers in racing or the media to receive an insider's look at the industry. Our interns work hard and learn plenty with many going on to successful careers inside and outside of the Thoroughbred industry. Alumni include:

Quint Kessenich, sportscaster for ESPN and ABC who covers lacrosse, basketball, football, hockey and wrestling; **Gabby Gaudet**, on-air racing journalist for TVG and others; **Jim Mulvihill**, senior director of betting information at Churchill Downs Inc.; **Travis Stone**, track announcer at Churchill Downs; **John Lies**, track announcer at Del Mar, Kentucky Downs and others; **John Panagot**, agent for Hall of Fame jockey Javier Castellano; **Peter Thomas Fornatale**, racing podcast and handicapping contest host; **Brian Nadeau**, Capital OTB on-air racing analyst; **Joanie Morris**, former managing director of eventing for the United States Equestrian Federation; **Katie Bo Williams**, senior national security correspondent for Defense One; **Liz Ronk**, photo editor for Time and Life; **Ryan Jones**, U.S. Army officer candidate; **Annise Montplaisir**, trainee with the Godolphin Flying Start 2018-19; **Shayna Tiller**, student in the Irish National Stud breeding program; **Ryan Martin**, racing communications specialist at the New York Racing Association.

PEOPLE ARE TALKING

“The best writers in the game.”

– Hall of Fame jockey Mike Smith

“The Saratoga Special captures the very essence of what makes Saratoga such a wonderful season. Their team has a passion for racing, the horse and the people involved. And they can really write – some days they make you laugh, some days they make you cry and some days they make you think.”

– Boyd Browning Jr., Fasig-Tipton

“My owners read it, my assistants read it, I read it, everybody reads it.”

– Saratoga’s 13-time leading trainer Todd Pletcher

“The Saratoga Special is something I look forward to reading every morning when Saratoga is running. It doesn’t matter whether I pick up a paper in Saratoga or at home and pull it up on my computer. I always enjoy reading the stories and Sean Clancy’s daily Cup of Coffee column.”

– Bernie Sams, Claiborne Farm

“The Saratoga Special is the go-to publication during Saratoga; everyone’s reading it, including me! It’s a great spot to highlight the success of our stallions at the country’s most prestigious meet.”

– Bill Farish Jr., Lane’s End Farm

“Wouldn’t it be great to be in Saratoga for the entire race meet? Well, Joe, Sean and Tom are there every day and they deliver their passion, knowledge and love for the sport to the rest of the world.”

– Geoffrey Russell, Keeneland Sales



City of Saratoga Springs
OFFICE OF THE MAYOR

Meg Kelly, Mayor

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Saratoga Springs, New York 12860
Telephone 518-587-3550 ext. 2523 • Fax 518-587-1088

Lisa Shields
Deputy Mayor

M. Lynn Bachner
Executive Assistant
to the Mayor

February 28, 2019

Mr. Thomas Law, Managing Editor
The Saratoga Special
259 East Avenue
Saratoga Springs, NY 12866

RE: 2019 Annual Brochure

Dear Tom:

I understand that you are putting together your annual brochure for The Saratoga Special. I am so pleased to be able to contribute a testimonial to your fine work and the prospect of the 2019 Racing Meet:

For 19 years, The Saratoga Special has been turning up each summer in the hands of Saratogians, summer visitors, and people in the thoroughbred racing industry. The excitement of summer in Saratoga Springs could not exist without the large and dedicated workforce of journalists and photographers who put their best efforts forward every day to cover some of the greatest moments in horse racing, and The Saratoga Special is a horse racing paper through and through.

It also covers events in our city with expertise and style, speaking to average racing fans as well as top professionals. It is widely read and widely respected, and I know of many, who eagerly look forward to each day's issue.

I join with my fellow Saratogians in expressing our thanks and appreciation for the outstanding work done by the staff of The Saratoga Special, and extending our good wishes and congratulations on their 19th anniversary.

Sincerely,

Meg Kelly,
Mayor, City of Saratoga Springs



WE DELIVER RACING, READING AND MORE!

ST PUBLISHING, INC.

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Based in Saratoga Springs, New York.

The Saratoga Special
Thoroughbred Racing Calendar
And so much more

THIS IS  HORSE RACING

thisishorseracing.com