



2018 ADVERTISING & INFORMATION GUIDE

**The Saratoga Special • [thisishorseracing.com](http://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 20 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.

**THIS IS HORSE RACING**

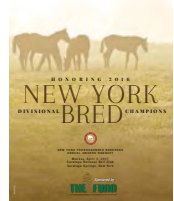
### THOROUGHBRED RACING CALENDAR

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 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, 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.



### MID-ATLANTIC THOROUGHBRED MAGAZINE

Hired in 2012 to edit the venerable monthly, founded as The Maryland Horse in the 1930s by the Maryland Horse Breeders Association, ST is responsible for editorial content and a mission of giving the region a place in the sport's media. The magazine received a General Excellence Award from American Horse Publications for 2015.



# 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. The Saratoga Special, Thoroughbred Racing Calendar, a website and other projects soon followed. Based in Fair Hill, Md., 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 (3 times).
- David F. Woods Award for best Preakness article (6 times).
- Joe Hirsch Belmont Stakes Writing Award (twice).
- Bill Leggett Breeders' Cup Writing Award (3 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.

### CONTACT US

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# The SARATOGA Special

A full-color daily newspaper for racing's greatest meet



## OUR READERS

Owners, trainers, breeders, buyers, sellers, jockeys, executives, industry leaders and loyal fans read The Special – every day. The newspaper is distributed to barns, box seats in the clubhouse, key spots on the front and backside of the track, and around town in hotels, restaurants and stores. 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 gets read online by industry players in Kentucky, Maryland, Pennsylvania, Virginia, Florida, California, Ireland, England, Hong Kong and wherever Thoroughbreds race. Your business can reach these people in a unique, creative, fresh, immediate, and in-demand way.



## PUBLICATION SCHEDULE

The Special publishes **29 EDITIONS** during the summer racing season at Saratoga Race Course in Saratoga Springs, N.Y. Thursday through Sunday, with special Monday and Tuesday editions during Sales Week.

**Opening Day and First Edition: Friday, July 20.**

**Final Edition: Sunday, September 2. Closing Day: Monday, September 3.**

## 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 (14 insertions)

Size	Price
Full	\$8,400 (\$600 ea.)
3/4	\$7,700 (\$550 ea.)
1/2	\$7,000 (\$500 ea.)
1/4	\$4,000 (\$286 ea.)
1/8	\$2,500 (\$179 ea.)

### Sales Week (8 insertions\*)

Size	Price
Full	\$6,400 (\$800 ea.)
3/4	\$6,000 (\$750 ea.)
1/2	\$5,600 (\$700 ea.)
1/4	\$3,400 (\$425 ea.)
1/8	\$2,400 (\$300 ea.)

### Full Season (29 insertions)

Size	Price
Full	\$11,550 (\$399 ea.)
3/4	\$10,500 (\$362 ea.)
1/2	\$9,625 (\$332 ea.)
1/4	\$4,500 (\$156 ea.)
1/8	\$3,000 (\$104 ea.)

\*Sales Week ads run in eight editions Aug. 4-12.  
Business Card section ads \$800 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](mailto: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

Full Page  
9.5 X 9.75

1/2 Page Horizontal  
9.5 X 4.75

1/2 Page Vertical  
4.625 X 9.75  
1/4 Page  
4.625 X 4.75

1/4 Page  
2.25 X 9.75  
3/4 Page  
7 x 9.75

1/8 Page  
2.25 X 4.75  
1/4 Page  
4.625 X 2.375



The **ARATOGA**  
*Special*

# 2018 PRINT & STAKES CALENDAR



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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					20 <b>ISSUE #1</b> Schuylerville Lake George	21 <b>ISSUE #2</b> Diana Sanford
22 <b>ISSUE #3</b> CCA Oaks	23 Caress	24 No Racing	25 Honorable Miss	26 <b>ISSUE #4</b> John Morrissey (NYB) A. P. Smithwick Steeplechase	27 <b>ISSUE #5</b> Curlin	28 <b>ISSUE #6</b> Jim Dandy Vanderbilt Bowling Green Amsterdam
29 <b>ISSUE #7</b> Shuvee	30 Coronation Cup	31 No Racing	1 Shine Again	2 <b>ISSUE #8</b> Birdstone	3 <b>ISSUE #9</b> National Museum of Racing Hall of Fame	4 <b>ISSUE #10</b> Whitney, Test, Waya Lure, De La Rose
5 <b>ISSUE #11</b> Alydar Troy	6 <b>ISSUE #12</b> SELECT SALE Cab Calloway (NYB)	7 <b>ISSUE #13</b> SELECT SALE No Racing	8 Quick Call	9 <b>ISSUE #14</b> Statue of Liberty (NYB)	10 <b>ISSUE #15</b> Tale of the Cat	11 <b>ISSUE #16</b> Fourstardave Adirondack NYB SALE
12 <b>ISSUE #17</b> Saratoga Special NYB SALE	13 Saratoga Dew (NYB)	14 No Racing	15 Bolton Landing	16 <b>ISSUE #18</b> Union Avenue (NYB)	17 <b>ISSUE #19</b> Skidmore	18 <b>ISSUE #20</b> Alabama Lake Placid
19 <b>ISSUE #21</b> Summer Colony	20 Evan Shipman (NYB)	21 No Racing	22 John's Call	23 <b>ISSUE #22</b> Riskaverse N.Y. Turf Writers Steeplechase	24 <b>ISSUE #23</b> Albany, Fleet Indian, Funny Cide, Yaddo, Seeking the Ante, West Point (NYB Showcase)	25 <b>ISSUE #24</b> Travers, Ballerina, Forego, Allen Jerkens, Personal Ensign, Sword Dancer, Ballston Spa
26 <b>ISSUE #25</b> Smart N Fancy	27 Better Talk Now	28 No Racing	29 With Anticipation	30 <b>ISSUE #26</b> P. G. Johnson	31 <b>ISSUE #27</b> Lucky Coin	1 <b>ISSUE #28</b> Woodward, Saranac, Spinaway, Glens Falls
2 <b>ISSUE #29</b> Prioress	3 Hopeful Bernard Baruch					

- Fasig-Tipton Sale Days
- No Publication

*This calendar is meant for advertising planning purposes only and is subject to change.*

## THIS IS HORSE RACING

Launched in 2013, [thisishorseracing.com](http://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 – new in 2017 – 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 2017, 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 1,200 daily downloads of The Saratoga Special's digital edition in 2017.

### 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](http://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	



### 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](http://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 a career 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, wrestling, and horse racing; **Gabby Gaudet**, on-air racing journalist for TVG, NYRA and others; **Jim Mulvihill**, director of media and industry relations for the National Thoroughbred Racing Association; **Travis Stone**, track announcer at Churchill Downs and Aqueduct; **John Lies**, track announcer at Del Mar, Kentucky Downs and others; **John Panagot**, racing manager for Robert LaPenta; **Peter Thomas Fornatale**, Daily Racing Form contest editor; **Brian Nadeau**, Capital OTB on-air racing analyst; **Joanie Morris**, managing director of eventing for the United States Equestrian Federation; **Katie Bo Williams**, staff writer for [thehill.com](http://thehill.com); **Liz Ronk**, photo editor for Time and Life; **Ryan Jones**, legislative policy analyst for J.A. Green & Co in Washington, D.C. and U.S. Army officer candidate.

## People are Talking

"The Saratoga Special is one of our favorite and most effective publications for our advertisements! Joe and Sean Clancy are an ethical pair who, through their writings make you feel that you have the inside track on what's going on at the race course and in our Thoroughbred community. We have customers who come in every morning to pick up a copy and plan their day. Keep up the good work."

– **Marianne Barker, Impressions of Saratoga**

"Fasig-Tipton has been a Saratoga Special advertiser since the beginning, and we're proud of our association with such a fine publication. Our sponsorship of the Stable Tour feature is a big hit and a great example of how The Special works to meet our promotional needs."

– **Boyd Browning Jr., Fasig-Tipton**

"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**

"I loved your special Travers edition. It was informative, fun and great reading. Nicely done. I really enjoyed that Saturday edition."

– **Dan Collins, Bona Venture Stables**

"I don't know how you guys do it. I read it and think, 'how do they have time to do all this?' There are a lot of little things that make Saratoga awesome and it's one of them."

– **Trainer Norm Casse**

## Saratoga Special Readers



Trainer Bob Ribaudo



Trainer Shug McGaughey



Owner JoAnn Hayden

## People are Talking

"Saratoga is the August place to be and if you want to reach the right people, this is the place to do it. Everybody reads it."

– **Bernie Sams, Claiborne Farm**

"The best writers in the game."

– **Hall of Fame jockey Mike Smith**

"You guys did a great job as usual. The Travers Day edition was soooooooooooooo good."

– **Horse Racing Radio Network's Jude Feld**

"Thanks again to all you folks, you are doing a special chapter in sports journalism."

– **Reader Michael Woods**

"This is just the best publication. It's like a throwback. The writing in here is like something Joe Palmer would do."

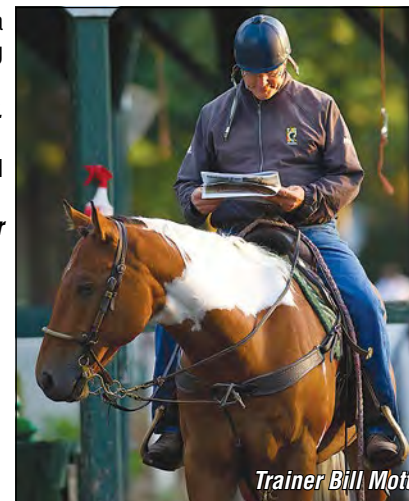
– **Hurstland Farm's Alfred Nuckols Jr.**

"My owners read it, my assistants read it, I read it, everybody reads it."

– **Trainer Todd Pletcher**



Owner Dick Knapp



Trainer Bill Mott



Trainer Rick Schosberg



Jockey  
Javier Castellano



Trainer  
Dallas Stewart



Jockey  
Irاد Ortiz Jr.



***We deliver racing, readers & more.***

**ST PUBLISHING, INC.**

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***Adjacent to Fasig-Tipton Sales Grounds. Mid-July to Labor Day.***

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Based in Fair Hill, Maryland.

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Based in Saratoga Springs, New York.

**The Saratoga Special • Thoroughbred Racing Calendar**

**And so much more**

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