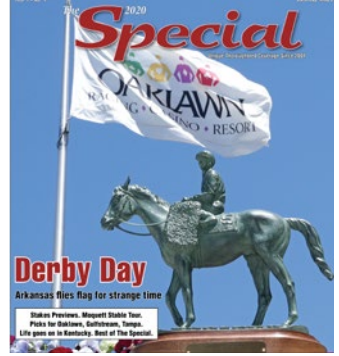


2021

ADVERTISING GUIDE



# The Saratoga Special

World-class racing coverage since 2001



# The *Saratoga* Special



## Publication Schedule (Saratoga 2021)

We're back. After an online-only 2020 schedule, The Saratoga Special returns **in print and online** for its 21st season. Founded in 2001, The Special covers racing like no other publication – up-front, in-depth, personal, immediate and original. Our writers, handicappers and photographers are some of the best in racing and we look forward to delivering the coverage readers and advertisers appreciate.



The Special dives into the racing season at Saratoga Race Course on Opening Day, Thursday, July 15. The Special plans on 20 editions – Wednesday and Saturday plus an expanded schedule during Fasig-Tipton's world-famous Sales Week August 6-11. While not quite our traditional schedule of 34 editions spread over eight weeks of racing action, the schedule expands on our 2020 Covid calendar and returns to print editions (health and economic conditions permitting). **See publishing calendar for complete details.**

Print distribution will be free, on track and around town with an estimated readership of 5,000 per edition. Each publication will also be available online as a PDF.

### **SALES WEEK (FASIG-TIPTON'S 100TH SARATOGA SALE)**

The Saratoga sales ring has seen some of racing's biggest names and Fasig-Tipton returns for its historic 100th sale after being moved to Kentucky in 2020. The 2021 version promises plenty of fireworks with selected yearlings, top-level consignors and high-end buyers combining with an unmatched setting. And The Special has you covered with **six consecutive editions August 6-11**. Coverage will include previews, reviews, features, some history and a chance to meet as many horses as possible. The Special is read by everybody on the sales grounds. You want to reach buyers, sellers and breeders? The Special is for you.

## READERSHIP HIGHLIGHTS

◆◆◆  
Despite a global pandemic and late changes to the production schedule, readers flocked to **The Special** in 2020.

### **Total Digital Readership:**

More than 45,000 downloads and links to digital editions in 2020 – Up 50% from 2019.

### **Downloads/Opens Per Edition:**

Up 190% from 2019.

### **Paid Readers Club Membership:**

Up 49% from 2019.

### **Email Subscribers:**

Up 16% from 2019

### **Twitter Impressions for Editions:**

Up 700% from 2019.

### **Instagram Average Reach:**

Up 39% from 2019.

### **Facebook Total Reach:**

Up 16% from 2019.

## *Distribution, Readership, Content*

**The Special** will be distributed in print and online. The full edition is available free, though a paid base of Readers Club members receive first notice via email. All advertisements can be interactive with links to websites. Editions are emailed to a list of 5,000 and promoted via the website and various company and individual social media accounts. The 2020 season showed a massive increase in online readership (see above), and we look forward to further growth and even more benefits for advertisers.

All editions feature Saratoga's best handicapping (you can look it up), previews, recaps, news, features and columns from (at least) three Eclipse Award winners and some of racing's best photography as part of a package you can't get anywhere else. See the publishing schedule and pick out an edition – or more – to meet your needs.

# Special

ALL SPECIAL ADVERTISEMENTS IN FULL COLOR

## Advertising Rates and Sizes

### Single Edition

Size	Price
Full	\$800
3/4	\$700
1/2	\$600
1/4	\$500
1/8	\$400

### Sales Week (6 insertions)

Size	Price
Full	\$3,600 (\$600 ea.)
3/4	\$3,000 (\$500 ea.)
1/2	\$2,700 (\$450 ea.)
1/4	\$2,100 (\$350 ea.)
1/8	\$1,500 (\$250 ea.)

### Half Season (10 insertions)

Size	Price
Full	\$5,000 (\$500 ea.)
3/4	\$4,000 (\$400 ea.)
1/2	\$3,500 (\$350 ea.)
1/4	\$2,500 (\$250 ea.)
1/8	\$1,700 (\$170 ea.)

### Full Season (20 insertions)

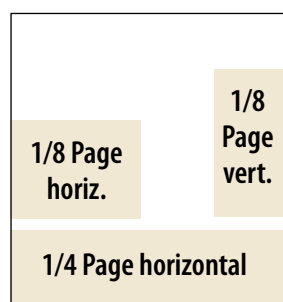
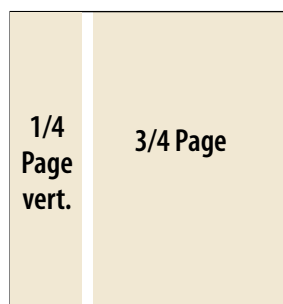
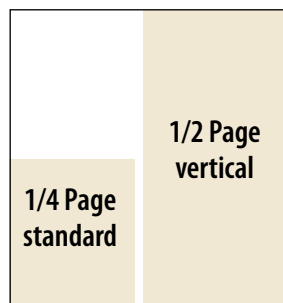
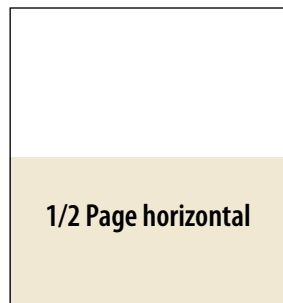
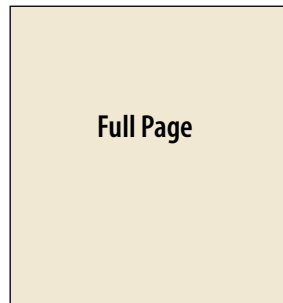
Size	Price
Full	\$8,000 (\$400 ea.)
3/4	\$6,000 (\$300 ea.)
1/2	\$5,000 (\$250 ea.)
1/4	\$3,500 (\$175 ea.)
1/8	\$2,000 (\$100 ea.)

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

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

**Other Specs:** No crop or registration marks necessary. No bleed necessary.

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	Vert: 2.25 X 9.75. Standard: 4.625 X 4.75 Horiz.: 9.5 X 2.375
1/8 Page	Vert: 2.25 X 4.75. Horiz: 4.625 X 2.375

“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 Company

“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, Lane’s End Farm

Ask about premium rates and custom promotional ideas

- Back Cover ♦ Double Spread ♦ Inside Front Cover
- Inside Back Cover ♦ Print Edition Sponsorship
- Email Edition Sponsorship ♦ Readers Club Sponsorship
- Editorial Item Sponsorship

# The *Saratoga* **Special**

## Publishing Calendar for **2021** Season

A newspaper for the summer racing season at Saratoga Race Course

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>J U L Y</b>					<i>Opening Day</i> <b>15</b> <b>ISSUE #1</b> Schuylerville, Quick Call	<b>16</b> Forbidden Apple	<b>17</b> <b>ISSUE #2</b> Diana, Sanford
	<b>18</b> Coronation Cup	<b>19</b> No Racing	<b>20</b> No Racing	<b>21</b> <b>ISSUE #3</b> Rick Violette (NYB)	<b>22</b> Stillwater (NYB) A.P. Smithwick Steeplechase	<b>23</b> Lake George	<b>24</b> <b>ISSUE #4</b> CCA Oaks, Caress
	<b>25</b> Shuvee	<b>26</b> No Racing	<b>27</b> No Racing	<b>28</b> <b>ISSUE #5</b> Honorable Miss Cab Calloway (NYSS)	<b>29</b> John Morrissey (NYB),	<b>30</b> Curlin	<b>31</b> <b>ISSUE #6</b> Vanderbilt, Jim Dandy, Bowling Green
	<b>1</b> Amsterdam	<b>2</b> No Racing	<b>3</b> No Racing	<b>4</b> <b>ISSUE #7</b> Shine Again, Statue of Liberty (NYSS)	<b>5</b> Birdstone	<b>6</b> <b>ISSUE #8</b> Alydar, Troy, Hall of Fame	<b>7</b> <b>ISSUE #9</b> Whitney, Test, Lure, Saratoga Derby, Glens Falls
	<b>8</b> <b>ISSUE #10</b> Saratoga Oaks, Adirondack	<b>9</b> <b>ISSUE #11</b> No Racing Fasig-Tipton Sales	<b>10</b> <b>ISSUE #12</b> No Racing Fasig-Tipton Sales	<b>11</b> <b>ISSUE #13</b> Evan Shipman (NYB), Mahony	<b>12</b> Saratoga Dew (NYB)	<b>13</b> Tale Of The Cat	<b>14</b> <b>ISSUE #14</b> Fourstardave, Saratoga Special
	<b>15</b> Galway Fasig-Tipton NYB Sales	<b>16</b> No Racing Fasig-Tipton NYB Sales	<b>17</b> No Racing	<b>18</b> <b>ISSUE #15</b> Bolton Landing	<b>19</b> Union Avenue (NYB) Jonathan Sheppard Steeplechase	<b>20</b> Skidmore	<b>21</b> <b>ISSUE #16</b> Alabama, Lake Placid, Smart And Fancy
	<b>22</b> Summer Colony	<b>23</b> No Racing	<b>24</b> No Racing	<b>25</b> <b>ISSUE #17</b> John's Call	<b>26</b> Riskaverse	<b>27</b> <b>NY-bred Showcase</b> Albany, Fleet Indian, Funny Cide, West Point, Seeking the Ante, Yaddo	<b>28</b> <b>ISSUE #18</b> Travers, Forego, Ballerina, Jerkens, Sword Dancer, Personal Ensign, Ballston Spa
	<b>29</b> Better Talk Now	<b>30</b> No Racing	<b>31</b> No Racing	<b>1</b> <b>ISSUE #19</b> With Anticipation	<b>2</b> P.G. Johnson	<b>3</b> Lucky Coin	<b>4</b> <b>ISSUE #20</b> Jockey Club Gold Cup, Flower Bowl, Prioress, Saranac
<b>5</b> Spinaway	<b>6</b> Hopeful, Bernard Baruch <i>Final day of live racing</i>	<b>7</b> No Racing	<b>8</b>	<b>9</b>	<b>10</b>		

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