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The aratoga

Special

World-class racing coverage since 2001



The *Saratoga* Special

Publication Schedule (Saratoga 2023)

The Saratoga Special returns **in print and online** for its 23rd 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 13. The Special plans on 20 editions – Wednesday and Saturday plus an expanded schedule during Fasig-Tipton's world-famous Sales Week August 4-9.

See publishing calendar for complete details.

Print distribution will be free, on track and around town with an estimated readership of 5,500 per edition. Each full publication will also be available online as a PDF and we have bolstered our online presence each racing day with handicapping and other editorial coverage that will keep readers engaged.

SALES WEEK (FASIG-TIPTON'S SARATOGA YEARLING SALE)

The Saratoga sales ring has seen some of racing's biggest names and Fasig-Tipton 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 4-9**. Coverage will include previews, reviews, features, 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.



**From Life Is Good to Fort Larned
& beyond. Two decades (& counting)
of stellar racing coverage!**

READERSHIP HIGHLIGHTS

◆ ◆ ◆
Readers flocked to
The Special
AGAIN in 2022 and
will be there in 2023.

Online Readership:

More than 45,000 downloads
and links to digital editions
in 2022.

Print Readership:

5,000 editions per day in 2022.

Combined Readership:

Combined (print and online)
average of 7,500+ per edition.

Season Readership:

In print and online, more than
150,000 editions were read
during eight-week season.

**IN PRINT AND ONLINE: *The Special* is the perfect
way to reach Thoroughbred racegoers, owners, trainers,
breeders, bettors, leaders, jockeys, buyers, sellers,
farm owners and everyone in between.**

Distribution, Readership, Content

The Special will be distributed in print and online. The full edition is available free, with an ever-expanding group of paid Readers Club members receiving first notice via email. Editions are sent via email to a list of nearly 6,000 and promoted via the website and various company and individual social media accounts. Online readership at our redesigned website increased over the past three years, 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 – including a 2022 writing honor for *The Special*'s Tom Law – 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.

The *Saratoga* Special

ALL SPECIAL ADVERTISEMENTS IN FULL COLOR

Advertising Rates and Sizes

Single Edition	Sales Week (6 insertions)	Half Season (10 insertions)	Full Season (20 insertions)
Size : Price	Size : Price	Size : Price	Size : Price
Full : \$900	Full : \$4,200 (\$700 ea.)	Full : \$5,500 (\$550 ea.)	Full : \$8,500 (\$425 ea.)
3/4 : \$800	3/4 : \$3,600 (\$600 ea.)	3/4 : \$4,800 (\$450 ea.)	3/4 : \$6,700 (\$335 ea.)
1/2 : \$700	1/2 : \$3,300 (\$550 ea.)	1/2 : \$4,000 (\$400 ea.)	1/2 : \$5,800 (\$290 ea.)
1/4 : \$600	1/4 : \$3,000 (\$500 ea.)	1/4 : \$3,500 (\$350 ea.)	1/4 : \$4,500 (\$225 ea.)
1/8 : \$500	1/8 : \$1,800 (\$300 ea.)	1/8 : \$2,500 (\$250 ea.)	1/8 : \$3,000 (\$150 ea.)

Back for 2023: Business Card Section. \$1,000 for the full season (3 in. x 1.75 in.).

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

Format: High-resolution PDF or JPG to joe@thisishorseracing.com. No crop/registration marks or 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

*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 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

Full Page

1/2 Page horizontal

1/2 Page vertical

1/4 Page standard

1/4 Page vert.

3/4 Page

1/8 Page horiz.

1/8 Page vert.

1/4 Page horizontal

The *Saratoga* **Special**

Publishing Calendar for 2023 Season

A newspaper for the summer racing season at Saratoga Race Course

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
J U L Y					13 <i>Opening Day</i> ISSUE #1 Schuylerville	14 Coronation Cup Wilton	15 ISSUE #2 Diana, Kelso, Sanford
	16 Quick Call	17 No Racing	18 No Racing	19 ISSUE #3 A.P. Smithwick Steeplechase	20 Cab Calloway (NYSS)	21 Curlin, Lake George	22 ISSUE #4 CCA Oaks, Caress
	23 Shuvee	24 No Racing	25 No Racing	26 ISSUE #5 Honorable Miss	27 Birdstone	28 Amsterdam	29 ISSUE #6 Vanderbilt, Jim Dandy
A U G U S T	30 Bowling Green	31 No Racing	1 No Racing	2 ISSUE #7 De La Rose	3 Glens Falls	4 ISSUE #8 Hall of Fame, Saratoga Oaks	5 ISSUE #9 Whitney, Test, Lure, Troy, Saratoga Derby
	6 ISSUE #10 Adirondack	7 ISSUE #11 No Racing Fasig-Tipton Sales	8 ISSUE #12 No Racing Fasig-Tipton Sales	9 ISSUE #13 Johnstone Mile (NYB)	10 John Morrissey (NYB)	11 Evan Shipman (NYB), Union Avenue (NYB)	12 ISSUE #14 Fourstardave, Galway, Saratoga Special
	13 Mahony Fasig-Tipton NYB Sales	14 No Racing Fasig-Tipton NYB Sales	15 No Racing	16 ISSUE #15 Suzie O'Cain (NYB), Jonathan Sheppard Steeplechase	17 Rick Violette (NYB)	18 Skidmore	19 ISSUE #16 Alabama, Lake Placid, Statue of Liberty (NYSS)
S E P T	20 Bolton Landing	21 No Racing	22 No Racing	23 ISSUE #17 John's Call	24 Ballston Spa	25 Personal Ensign, Smart And Fancy	26 ISSUE #18 Travers, Forego, Jerkens, Sword Dancer, Ballerina
	27 New York-Bred Showcase Albany, Fleet Indian, Yaddo, Funny Cide, West Point, Seeking the Ante	28 No Racing	29 No Racing	30 ISSUE #19 P.G. Johnson	31 With Anticipation	1 Saranac	2 ISSUE #20 Jockey Club Gold Cup, Flower Bowl, Prioress, Harvey Pack
	3 Spinaway	4 Hopeful, Bernard Baruch <i>Final day of live racing</i>	5 No Racing				

Stakes dates subject to change. For planning purposes only.

JOE CLANCY (302) 545-4424
joe@thisishorseracing.com

SEAN CLANCY (302) 545-7713
sean@thisishorseracing.com

TOM LAW (859) 396-9407
tom@thisishorseracing.com

ST Publishing Main Office: (410) 392-JUMP (5867) • 364 Fair Hill Drive, Suite F, Elkton, MD 21921