

The *Saratoga* Special

ALL SPECIAL ADVERTISEMENTS IN FULL COLOR

Advertising Rates and Sizes

Single Edition

Size	Price	Sales Week (6 insertions)	Half Season (10 insertions)	Full Season (20 insertions)
Full	\$950	Full \$4,400 (\$734 ea.)	Full \$5,800 (\$580 ea.)	Full \$8,800 (\$440 ea.)
3/4	\$850	3/4 \$3,800 (\$634 ea.)	3/4 \$5,000 (\$500 ea.)	3/4 \$7,000 (\$350 ea.)
1/2	\$750	1/2 \$3,500 (\$584 ea.)	1/2 \$4,200 (\$420 ea.)	1/2 \$6,000 (\$300 ea.)
1/4	\$650	1/4 \$3,200 (\$534 ea.)	1/4 \$3,700 (\$370 ea.)	1/4 \$4,700 (\$235 ea.)
1/8	\$500	1/8 \$2,000 (\$334 ea.)	1/8 \$2,500 (\$250 ea.)	1/8 \$3,000 (\$150 ea.)

Business Card Special: \$1,500 for the full season (3.125 in. x 1.625 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 ♦ Center 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

