

The *Saratoga* Special



The Belmont at Saratoga III

Racing returns for the third Belmont Stakes Racing Festival at Saratoga this summer. The five-day meet, June 3-7, will attract the world's best horses and horsemen culminating in the final leg of the Triple Crown, the \$2 million Belmont Stakes Saturday, June 6 – all at North America's most storied racetrack. Saratoga Race Course proved to be up to the task in 2024 and 2025, and gets a finale as construction nears completion downstate on a new Belmont Park.

Publication Schedule

The five-day Belmont Stakes Racing Festival runs Wednesday-Sunday, June 3-7. The Special will publish four editions June 4-7 with previews, features, columns, expert handicapping and content you can't get anywhere else.

ISSUE 1

THURSDAY, JUNE 4.

Wednesday coverage, Thursday previews, a dose of Belmont history, columns, entries, handicapping, etc. Stakes: Belmont Gold Cup, Intercontinental, Pennine Ridge, Jersey Girl.

ISSUE 2

FRIDAY, JUNE 5.

Thursday coverage, Friday stakes previews, the buildup for the big one, columns, features, entries, handicapping, etc. Stakes: New York, Acorn, Ogden Phipps, Bed o' Roses, Wonder Again.

ISSUE 3

SATURDAY, JUNE 6. Belmont Day.

World-class race day. Friday coverage, Saturday stakes previews, columns, entries, handicapping, etc. Stakes: Belmont, Manhattan, Met Mile, Woody Stephens, Just A Game, Jaipur, True North.

ISSUE 4

SUNDAY, JUNE 7.

Full Saturday coverage, Sunday previews, looking back, looking ahead, columns, entries, handicapping, etc. Stakes: True North, Poker, Soaring Softly.

Advertising Rates and Sizes

Full Week (4 insertions)		Single Edition		Dimensions & Specs (Inches WxH). Full color. High-res jpg or pdf.
Size	Price	Size	Price	
Full	\$3,700	Full	\$1,850	9.5 X 9.75
1/2	\$2,800	1/2	1,200	9.5 X 4.75 or 4.625 X 9.75
1/4	\$2,500	1/4	\$900	4.625 X 4.75 or 9.5 X 2.375 or 2.25 X 9.75

Space is limited. Ask about back cover, other premium positions and editorial sponsorships.

Distribution, Readership, Content

The Special will be distributed in print and online to thousands of loyal readers in Saratoga Springs for the racing and beyond.

Print Readership: 5,000 minimum editions per day distributed free on track and around town.



Online Readership: Emailed to 5,000 each day, including an ever-expanding list of PAID members of The Saratoga Special Readers Club. Also available online at thisishorseracing.com.

Editions feature some of the **best handicapping** (you can look it up) in racing, previews, recaps, news, features, columns and stellar photography to create a package you can't get anywhere else.

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Let's do it again

How good was Sovereignty? That good, as he roared to victory in the Belmont Stakes for Godolphin, Bill Mott, Junior Alvarado and racing fans everywhere. And then wound up the 2025 Horse of the Year.

The Special witnessed every step, and returns for more in 2026 – the third and final installment of Belmont at Saratoga.

Expect the same Eclipse Award-winning coverage from the team. Previews, recaps, handicapping, columns, classic photography and so on.

It's all here at the country's greatest racetrack. Read, advertise, get on board.

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
Full	\$950	Full \$4,400 (\$734 ea.)	Full \$5,800 (\$580 ea.)
3/4	\$850	3/4 \$3,800 (\$634 ea.)	3/4 \$5,000 (\$500 ea.)
1/2	\$750	1/2 \$3,500 (\$584 ea.)	1/2 \$4,200 (\$420 ea.)
1/4	\$650	1/4 \$3,200 (\$534 ea.)	1/4 \$3,700 (\$370 ea.)
1/8	\$500	1/8 \$2,000 (\$334 ea.)	1/8 \$2,500 (\$250 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.

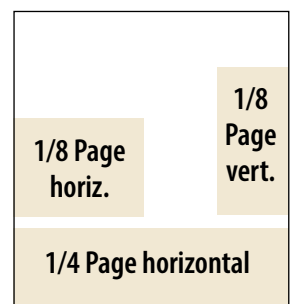
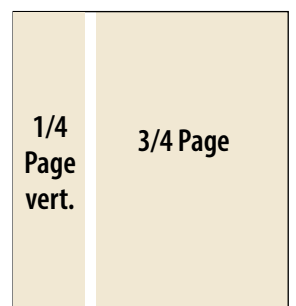
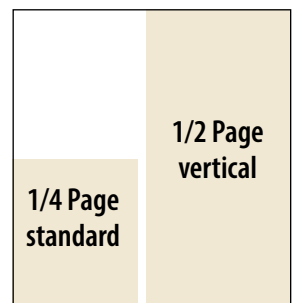
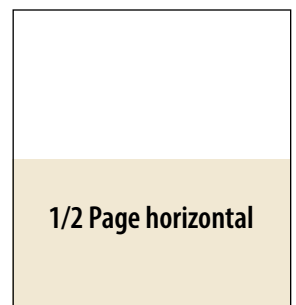
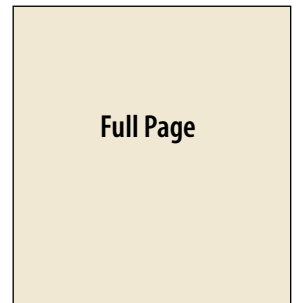
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Full Page	9.5 X 9.75
3/4 Page	7 X 9.75
1/2 Page	Horiz.: 9.5 X 4.75. Vert: 4.625 X 9.75
1/4 Page	Vert: 2.25 X 9.75. Standard: 4.625 X 4.75
	Horiz.: 9.5 X 2.375
1/8 Page	Vert: 2.25 X 4.75. Horiz: 4.625 X 2.375

“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



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- Editorial Item Sponsorship

The *Saratoga* **Special Print Edition Calendar for 2026**

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
 <p><i>Early Saratoga season (July 3-12) featured online at thisishorseracing.com</i></p>						<p>3 <i>Opening Day</i> Saranac, Schuylerville, Wild Applause</p>	<p>4 Belmont Derby, Sanford, Suburban, Belmont Oaks</p>
<p>5 Harvey Pack, Kelso, Leo O'Brien (steeplechase)</p>	<p>6 No Racing</p>	<p>7 No Racing</p>	<p>8 No Racing</p>	<p>9</p>	<p>10 Victory Ride</p>	<p>11 Bowling Green, Caress</p>	
<p>12</p>	<p>13 No Racing</p>	<p>14 No Racing</p>	<p>15 No Racing</p>	<p>16 ISSUE #1 Jonathan Kiser (steeplechase)</p>	<p>17 De La Rose</p>	<p>18 ISSUE #2 Coronation Cup, Diana</p>	
<p>19 Quick Call</p>	<p>20 No Racing</p>	<p>21 No Racing</p>	<p>22 No Racing</p>	<p>23 ISSUE #3 Suzie O'Cain</p>	<p>24 Rick Violette, Shuvee</p>	<p>25 ISSUE #4 CCA Oaks, Alfred G. Vanderbilt</p>	
<p>26 Honorable Miss</p>	<p>27 No Racing</p>	<p>28 No Racing</p>	<p>29 ISSUE #5 Curlin</p>	<p>30 Glens Falls</p>	<p>31 Amsterdam</p>	<p>1 ISSUE #6 Jim Dandy, Lake George, Saratoga Special</p>	
<p>2 Adirondack</p>	<p>3 No Racing</p>	<p>4 No Racing</p>	<p>5 ISSUE #7 A.P. Smithwick (s'chase), Johnstone</p>	<p>6 John Morrissey</p>	<p>7 ISSUE #8 Hall of Fame Ceremony Saratoga Oaks, Hall of Fame</p>	<p>8 ISSUE #9 Whitney, Saratoga Derby, Test, Fourstardave</p>	
<p>9 ISSUE #10 Troy</p>	<p>10 ISSUE #11 No Racing Fasig-Tipton Sale</p>	<p>11 ISSUE #12 No Racing Fasig-Tipton Sale</p>	<p>12 ISSUE #13 Michael G. Walsh (steeplechase)</p>	<p>13 Birdstone</p>	<p>14 Smart And Fancy</p>	<p>15 ISSUE #14 Christophe Clement, Galway</p>	
<p>16 Fasig-Tipton NY-Bred Sale Mahony</p>	<p>17 No Racing Fasig-Tipton NY-Bred Sale</p>	<p>18 No Racing</p>	<p>19 ISSUE #15 Statue of Liberty (NYSS)</p>	<p>20 Cab Calloway (NYSS)</p>	<p>21 Fleet Indian</p>	<p>22 ISSUE #16 Alabama, Ballston Spa</p>	
<p>23 Albany</p>	<p>24 No Racing</p>	<p>25 No Racing</p>	<p>26 ISSUE #17 Bolton Landing</p>	<p>27 Skidmore</p>	<p>28 Waya, West Point</p>	<p>29 ISSUE #18 Travers, Forego, Jerkens, Personal Ensign, Ballerina, Lake Placid</p>	
<p>30 Yaddo</p>	<p>31 No Racing</p>	<p>1 No Racing</p>	<p>2 ISSUE #19 Jonathan Sheppard (steeplechase)</p>	<p>3 Bernard Baruch</p>	<p>4 P.G. Johnson, Seeking The Ante</p>	<p>5 ISSUE #20 With Anticipation, Spinaway</p>	
<p>6 Prioress, Hopeful, Disco Partner</p>	<p>7 <i>Closing Day</i> Funny Cide, Gio Ponti</p>	<p>JOE CLANCY (302) 545-4424 joe@thisishorseracing.com</p>			<p>SEAN CLANCY (302) 545-7713 sean@thisishorseracing.com</p>		<p>TOM LAW (859) 396-9407 tom@thisishorseracing.com</p>
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