

The *Saratoga* Special

ALL SPECIAL ADVERTISEMENTS IN FULL COLOR

Advertising Rates and Sizes

Single Edition

Size	Price
Full	\$950
3/4	\$850
1/2	\$750
1/4	\$650
1/8	\$500

Sales Week (6 insertions)

Size	Price
Full	\$4,400 (\$734 ea.)
3/4	\$3,800 (\$634 ea.)
1/2	\$3,500 (\$584 ea.)
1/4	\$3,200 (\$534 ea.)
1/8	\$2,000 (\$334 ea.)

Half Season (10 insertions)

Size	Price
Full	\$5,800 (\$580 ea.)
3/4	\$5,000 (\$500 ea.)
1/2	\$4,200 (\$420 ea.)
1/4	\$3,700 (\$370 ea.)
1/8	\$2,500 (\$250 ea.)

Full Season (20 insertions)

Size	Price
Full	\$8,800 (\$440 ea.)
3/4	\$7,000 (\$350 ea.)
1/2	\$6,000 (\$300 ea.)
1/4	\$4,700 (\$235 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

“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.”

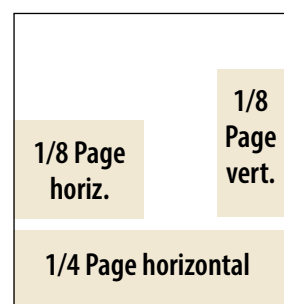
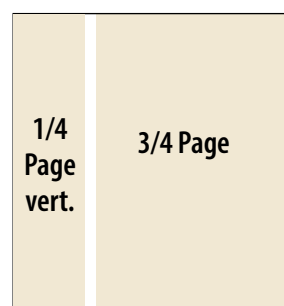
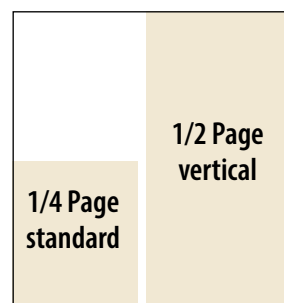
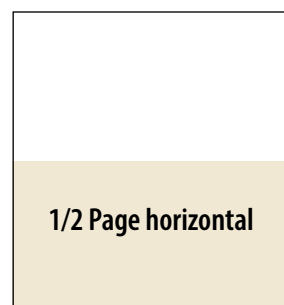
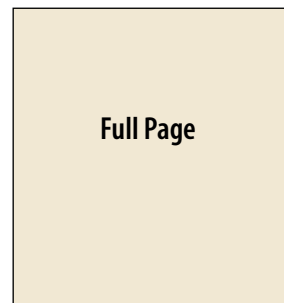
– Boyd Browning Jr.,
Fasig-Tipton Company

“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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- 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 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 No Racing</p>	<p>10 Victory Ride</p>	<p>11 Bowling Green, Caress</p>	
<p>12 No Racing</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>
<p>All publications available at thisishorseracing.com</p>							