



Percheron News Advertising Rates

Purchase a biennial contract and save!

Black and White per Issue		Black and White biennial contract (2 years/4 issues)	Color per Issue		Color biennial contract (2 years/4 issues)	Dimensions
Full Page -2 Photos	\$235	\$840	Full Page -2 Photos	\$450	\$1,400	Live area: 7.5" W X 10" H Trim size: 8.5" W X 11" H Bleeds 1/8" beyond trim size
2/3 Page -2 Photos	\$175	\$630	2/3 Page -2 Photos	\$375	Not Available	4.875" W X 10" H or 7.5" W X 6.875" H
1/2 Page -1 Photo	\$120	\$430	1/2 Page -1 Photo	\$275	\$850	4.875" W X 7.375" H or 7.5" W X 4.875" H
1/3 Page -1 Photo	\$95	\$340	1/3 Page -1 Photo	\$165	\$515	2.367" W X 9.75" H or 4.977" W X 4.875" H
1/4 Page -1 Photo	\$75	\$270	1/4Page -1 Photo	\$120	Not Available	3.6875 W X 4.875" H or 4.875" W or 3.76" H
1/6 Page No Photo - Black and White Only	\$60	\$215	Not Available		Not Available	3.367" W X 4.875" H or 4.933" W X 2.376" H
Business Card - Black and White Only	\$20	\$66	Not Available		Not Available	3.688" W X 2" H
Classified	55 cents per word, minimum \$15. Color is not available.					
Where to Buy Percherons	Two issues of the Magazine (1 year) = \$30. Color is not available.					