

Hoof Print



Newsletter of the NORTH AMERICAN TRAIL RIDE CONFERENCE

Business and Classified Advertising Prices, Specs and Deadlines

Ask about a sponsorship that includes advertising plus other opportunities.
Many plans are available. Contact [John Zeliff](#).

DISPLAY ADVERTISING

Page Size	Per Issue 1 to 2	Per Issue 3 to 4	Orientation	Dimensions Width x Height
Full	\$275	\$255	Vertical	7.25" x 9.75"
Half	\$150	\$135	Vertical Horizontal	4.75" x 7.25" 7.25" x 4.75"
1/3 rd	\$100	\$90	Vertical Horizontal	2.25" x 9.75" 4.75" x 4.75"
1/4 th	\$80	\$70	Horizontal	4.75" x 3.75"
1/6 th	\$50	\$45	Vertical Horizontal	2.25" x 4.75" 4.75" x 2.25"

Submittal: Contact Advertising Rep to arrange for ad. Submit uncompressed 150 dpi or more, color, JPG file at print size. Include business name in the file name.
Email to Bev Roberts, matefey@gmail.com.

CLASSIFIED ADVERTISING

	1X	Yr (4X)
Up to 20 words	\$16	\$60
Border ad up to 30 words	\$25	\$90
Border ad w/photo, 30 words	\$30	\$105
Over word limit, cost / word	\$0.10	\$0.10

Please submit the total fee with ad submission.

Submittal: Please make check payable to NATRC and mail to:
Hoof Print, NATRC
PO Box 969
Beatrice, NE 68310

email to: matefey@gmail.com

PUBLICATION SCHEDULE:

Issue	Submission Deadline	Publication Date
Winter (Dec/Jan/Feb)	November 15	January 1
Spring (Mar/Apr/May)	February 15	April 1
Summer (Jun/Jul/Aug)	May 15	July 1
Fall(Sep/Oct/Nov)	August 15	October 1

*Free Ad Design
For Those Who
Request the Service*
(Display or Photo Classified)

CIRCULATION: NATRC™ circulates *Hoof Print* to membership and supporters on a quarterly basis. It delivers all the official information, national convention coverage, ride results and news as well as in depth educational articles, columns and individual stories from rides and riders.

CONTACTS: For commercial / personal / breed organization advertising, contact Advertising Rep.
For sponsorship inquiries, contact Sponsorship Chair

Position	Contact	Email Address
Advertising Rep & Ad Design	Bev Roberts	matefey@gmail.com
Sponsorship Chair	John Zeliff	john@springvalleycarriages.com
NATRC Office	Sarah J. Smith	natrc@natrc.org
Editor	Laurie Knuutila	wildrosept@yahoo.com

Thank you for considering advertising in *Hoof Print*, the official publication of the NATRC.

