

**The Southwest HorseTrader**  
 Of Oklahoma ~ All Breeds • All Sports • All Horses  
 Serving the Horse Industry in Oklahoma and the  
 Surrounding States Since 1994.  
 Tabloid Newspaper – Published Every Other Month

8,000-10,000 free copies are distributed at Feed Stores, Tack & Western Stores, Sale Barns, Arenas, Trail Camps, Events, etc. throughout Oklahoma & surrounding states & by Subscription: \$12 per year. **We Go Where The Horse Folks Are!**

**COLOR:** Full color available on select pages. Color production may require additional costs and may depend on quality of original photos and/or lay-out.

**CAMERA READY ARTWORK:** Prefer camera ready velox or PMT for black & white reproduction; 85 line screen for halftones.

**ELECTRONIC FILES:** PC or Mac based high resolution files for photographs; PDF's, MS Word, MS Publisher, Pagemaker, Quark, Illustrator, Photoshop, Freehand, etc. accepted. Call to confirm compatibility and best file transfer methods.

**ADDITIONAL CHARGES:** Additional charges may be added for preferred positions, excessive typesetting or ad design, for strip-in of camera ready artwork not in position on velox, for conversion of negatives to velox or for express mail services.

**DISCOUNTS:** Various promotional discounts are available throughout the year - please call for details.

**GENERAL POLICY:** All advertising contracts, copy and space orders are subject to approval by the publisher. On multiple insertion rates, the smallest size space must be at least half the size of the largest space. Publisher reserves the right to hold advertiser and/or agency liable for monies due on contracts cancelled before completion. **ALL NEW ACCOUNTS MUST SUBMIT PAYMENT WITH ORDER** - credit terms available for established accounts upon approval by the publisher. Rates may change without notice due to production expenses.

**LIABILITY:** The publisher shall not be responsible for slight changes or typographical errors that do not lessen the value of an advertisement or for errors due to phoned-in or handwritten copy. The publisher's liability for errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue.

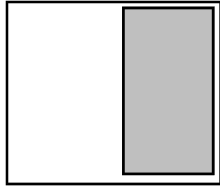
**2008 Display Advertising Deadlines**

Jan/Feb	Dec. 15	July/Aug	Jun. 15
Mar/Apr	Feb. 15	Sept/Oct	Aug. 15
May/June	Apr. 15	Holiday	Oct. 15

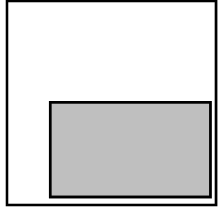
The Southwest HorseTrader is printed every other month.  
**Exact print dates may vary slightly, therefore ad deadlines may also vary slightly. Ads often accepted after deadline. Please call.**



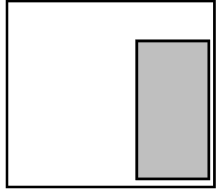
**Full Page**  
 10 1/4" x 11"  
 1x \$375  
 3x \$335  
 Full Color:  
 Add \$50



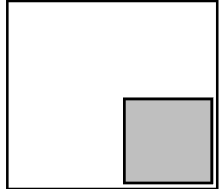
**1/2 Page (H)**  
 10 1/4" x 5 1/2"  
 1x \$275  
 3x \$225  
 Full Color:  
 Add \$50



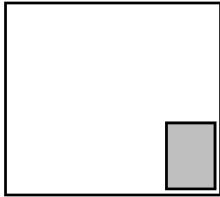
**1/2 Page (V)**  
 6" x 9 1/2"  
 1x \$275  
 3x \$225  
 Full Color:  
 Add \$50



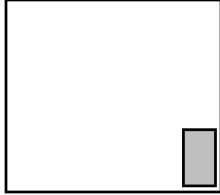
**1/3 Page**  
 8" x 5"  
 1x \$225  
 3x \$175  
 Full Color:  
 Add \$50



**1/4 Page**  
 5" x 5 1/2"  
 1x \$175  
 3x \$150  
 Full Color:  
 Add \$50



**Business Card**  
 2" x 3 1/4"  
 1x \$50  
 3x \$40  
 Full Color:  
 Add \$50



**1/8 Page**  
 4" x 4"  
 1x \$135  
 3x \$100  
 Full Color:  
 Add \$50

**SW Stallion Spotlight w/photo 4.75" x 3" Standard:**  
 1x \$50 Color on web: +\$20 (\$10 per month)  
 2x \$40 ea. Color on web: +\$20 (\$10 per month)  
**Stallion w/o photo:** \$20 1 issue, 2+ Issues: \$15 Each  
**Photo Classified Ads:** \$30.00 (B/W with 20 words)  
**Service Directory:** \$10/Issue (1 Column Inch Boxed)  
**Classifieds (indexed):**  
 \$7.00 (20 words) .20 per additional)

**Full Color Cover Photo**  
**Quoted Per Issue**

**The Southwest HorseTrader of Oklahoma**

**Events Calendar:** Free - Published as space allows  
 (Event, Date, Contact Name, Address & Phone, etc.)  
**Arena Locator:** Free - Published as space allows  
 (Includes regular weekly commercial arena event schedule if provided by arena)  
**Sale Ring Roundup:** Free - Published as space allows  
 (Regular horse sale schedules)  
**Arena Spotlight:** Free—Published as space allows, Area club & association event results, photos, standings, etc.

The SW HorseTrader of OK  
 is NOW Available  
 ONLINE!  
 Unlimited Ad Exposure!  
 Visit [www.swhorse-ok.com](http://www.swhorse-ok.com)

FREE Weblink with Display Ad!

**The Southwest HorseTrader**

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