

AUCTION EDGE

TARGETED PACKAGES! AFFORDABLE RATES!

						Black & White		Four Color		Four Color		
PACKAGE		# SALES	Books	TYPES	STATES	Half-Page	Full-Page	Half-Page	Full-Page	Cover 2	Cover 3	Cover 4
A	All Sales	25	44	YRLG, 2YO, MXD	CA, FL, KY, MD, NY, TX	\$ 1,386	\$ 2,310	\$ 3,366	\$ 4,290	\$ 11,000	\$ 11,000	\$ 14,300
B	All Yearling	8	16	YRLG	CA, FL, KY, MD, NY, TX	\$ 798	\$ 1,330	\$ 1,518	\$ 2,050	\$ 4,560	\$ 4,560	\$ 6,000
C	All 2-Year-Old	10	11	2YO	CA, FL, KY, MD, TX	\$ 619	\$ 1,031	\$ 1,114	\$ 1,526	\$ 3,135	\$ 3,135	\$ 4,076
D	All Mixed	7	17	MXD	FL, KY, MD	\$ 880	\$ 1,466	\$ 1,645	\$ 2,231	\$ 4,845	\$ 4,845	\$ 6,299
E	All Yearling + 2YO	18	27	YRLG, 2YO	CA, FL, KY, MD, NY, TX	\$ 1,144	\$ 1,906	\$ 2,359	\$ 3,121	n.a.	n.a.	n.a.
F	All Yearling + MXD	15	33	YRLG, MXD	CA, FL, KY, MD, NY, TX	\$ 1,279	\$ 2,131	\$ 2,764	\$ 3,616	n.a.	n.a.	n.a.
G	All 2YO + MXD	17	28	2YO, MXD	CA, FL, KY, MD, TX	\$ 1,218	\$ 2,030	\$ 2,478	\$ 3,290	n.a.	n.a.	n.a.
H	All California	3	3	YRLG, 2YO	CA	\$ 187	\$ 311	\$ 322	\$ 446	n.a.	n.a.	n.a.
I	All Florida	8	11	YRLG, 2YO, MXD	FL	\$ 619	\$ 1,031	\$ 1,114	\$ 1,526	n.a.	n.a.	n.a.
J	All Kentucky	8	24	YRLG, 2YO, MXD	KY	\$ 1,056	\$ 1,760	\$ 2,136	\$ 2,840	n.a.	n.a.	n.a.
K	All Maryland	3	3	YRLG, 2YO, MXD	MD	\$ 225	\$ 375	\$ 360	\$ 510	n.a.	n.a.	n.a.
L	All Texas	2	2	YRLG, 2YO	TX	\$ 150	\$ 250	\$ 240	\$ 340	n.a.	n.a.	n.a.
M	Individual Page	1	1	n.a.	n.a.	n.a.	\$ 125	n.a.	\$ 195	\$ 300	\$ 300	\$ 400

DEADLINES

	Space	Materials
First Yearling Sale	May 31	June 7, 2011
First Mixed Sale	Sept. 7	Sept. 13, 2011
First Two-Year-Old Sale	Jan. 20	Jan. 27, 2012

AD DIMENSIONS

Trim Size	5.5" x 8.5"
Bleed Size	5.75" x 8.75"
Image Area	4.5" x 8"
Line Screen	133 minimum

New For 2011/2012
FRONT COVER AD POSITION

5.5" x 2" w/Bleed
Same Rate as Cover 4

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