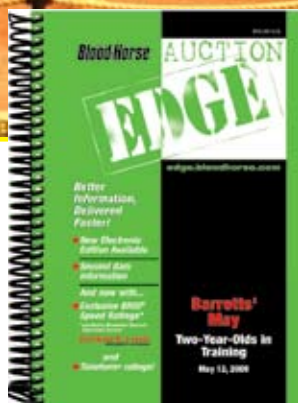


TARGET THE INDUSTRY'S TOP BUYERS!



AUCTION EDGE DELIVERS AN AUDIENCE OF SERIOUS BUYERS

Auction Edge users aren't your typical "window shoppers." They are a select group of highly-engaged, "cream of the crop" industry professionals that compete at the top level of the game. They rely on *Auction Edge* as an essential resource when preparing for the most important sales occurring in the Thoroughbred industry.

Auction Edge users depend on the essential hip-by-hip entries that include stud fees, breeder information, complete produce records for 1st and 2nd dams, racing and sales histories, TrueNicks ratings, BRIS Speed Ratings, dosage information, and catalogue-style sire index.

The easy-to-read, organized format of *Auction Edge* keeps users coming back again and again.

When you need to get your company's message in front of the key players, you need to advertise in *Auction Edge*.

Auction Edge advertising is...

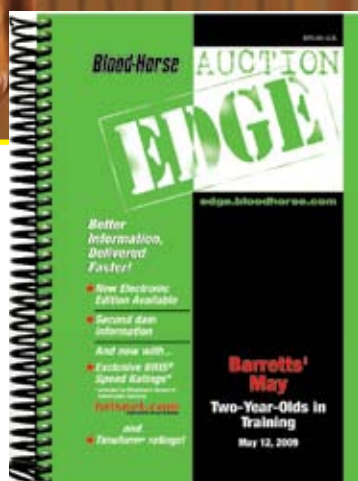
AFFORDABLE • FLEXIBLE • TARGETED • EFFECTIVE

- ✓ Reach the Thoroughbred industry's most serious buyers at every major sale in the US
- ✓ Target audience of yearling buyers, 2-year-old buyers, and mixed sale buyers
- ✓ Adjust your ad for different editions all year long – at no cost!
- ✓ Create your own advertising campaign
- ✓ Advertising packages as low as \$150!
- ✓ Ads available by the series, by the sale or by the book

Published by

Blood-Horse

TAKE ADVANTAGE OF THE INDUSTRY'S LEADING AUCTION BUYER'S GUIDE.



✓ FLEXIBLE ADVERTISING.

Adjust your advertising message in different editions all year long – with NO FEE. Unlike other buyer's guides, **Auction Edge** lets you change your ad anytime to keep your message fresh and timely.

✓ AFFORDABLE AD RATES.

Advertising packages start as low as \$150. Where else can you enjoy such high-profile, targeted exposure while reaching such a key decision-making audience, for such a low price?

✓ BONUS EXPOSURE.

Advertise in **Auction Edge** and you'll receive a complimentary one-inch banner advertisement on right-hand editorial pages throughout the book. What a great way to increase your exposure and help drive home your company's marketing message! And it's free! Frequency advertising is proven effective and another reason **Auction Edge** should be part of your annual marketing plans.

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

Call your representative today for a quote on your custom package:

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