

# MEDIA PLANNER 2010

DEDICATED TO THE SPANISH AND PORTUGUESE HORSE

# ANDALUSIAN

INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION



All images courtesy of Cheri Prill Photography

## ADVERTISING CONTACT INFORMATION

### DISPLAY ADVERTISING SALES A-K:

Aileen Kronke, 888.303.5639, ext. 212  
aileen@lionhrtpub.com

### DISPLAY ADVERTISING SALES L-Z:

Sharon Baker, 813.852.9942  
sharonb@lionhrtpub.com

### CLASSIFIED, BUSINESS CARD and STALLION DIRECTORY ADVERTISING

Maria Bennett  
888.303.5639, ext.219  
bennett@lionhrtpub.com

[www.andalusianmagazine.com](http://www.andalusianmagazine.com)

### INTERNATIONAL ADVERTISING SALES:

(Excluding Canada)

Lisbeth Hencke  
361.774.3957  
lisbeth@lionhrtpub.com

# 2010 MEDIA PLANNER

## ARTWORK SUBMISSION INFORMATION

**Andalusian** goes directly to plate from disk; there is no film. Advertising rates quoted are for electronic media only. If ads are submitted on film, there is a \$60 per color charge for film to be hi-res scanned.

## TRANSFER MEDIA

**We accept the following transfer media:**  
CD-ROMS or DVDs

**E-mail documents to:**  
production@lionhrtpub.com

For instructions to send files via FTP, please contact your advertising sales representative.

## FILE FORMATS

Files should be formatted as high-resolution (300 dpi) JPG, EPS, TIFF or press-optimized PDF. Color images must be saved as CMYK.

We cannot accept files in Microsoft Publisher, PowerPoint, Word or any other application that will not export to EPS, PS or TIFF formats. Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

**Important:** Hard-copy proofs are required for all advertising. A Cromalin proof or match-print is required for all four-color advertising. Color-key proofs are not acceptable. If not provided, a color-match proof can be run for an additional cost of \$60 per ad. Should the advertiser elect to forego color-match proofs, the publisher will not be held responsible for any color changes appearing in print. A copy of the ad must accompany all pick-up instructions. The publisher will not be held responsible for errors in pick-up instructions not including a copy of the ad.

Send all orders, CDs, DVDs, contracts, correspondence, proofs, copy, insert samples, printing and reproduction materials to:

## PRODUCTION DEPARTMENT

Lionheart Publishing, Inc.  
506 Roswell Street, Suite 220  
Marietta, GA 30060  
Toll-free: 888.303.5639  
Fax: 770.432.6969  
E-mail: production@lionhrtpub.com

# ANDALUSIAN

## 2010 ADVERTISING DATES:

ISSUE	AD CLOSE	MATERIALS DUE
Number 1	November 25, 2009	December 2, 2009
Stallion Directory	November 25, 2009	December 2, 2009
Member Handbook	March 5, 2010	March 12, 2010
Number 2	May 21, 2010	May 28, 2010
Number 3	August 16, 2010	August 23, 2010
Number 4	November 17, 2010	November 26, 2010

## ANDALUSIAN 2010 EDITORIAL CALENDAR

	TOPICS	BONUS DISTRIBUTION
ISSUE No.1	2009 National Results	MSU Stallion Expo Illinois Horse Fair Northwest Horse Expo
STALLION DIRECTORY		MSU Stallion Expo Illinois Horse Fair
MEMBER HANDBOOK		
ISSUE No.2	Nutrition Art and the Andalusian Summer Care	Canadian National Andalusian Show ERAHC Region 5 Show Festival of the Andalusian Oregon State Fair Baroque Summer Solstice Show
ISSUE No.3	Training Marketing	World Equestrian Games IALHA Nationals
ISSUE No.4	2010 Nationals Preview	
<i>*Editorial Calendar Subject to Change</i>		

## Regular Columns and Departments

- President's Letter
- IALHA News
- Calendar
- Training
- Health
- History
- Breeding

## ADVERTISING CONTACT INFORMATION

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SALES A-K:**  
Aileen Kronke, 888.303.5639, ext. 212  
aileen@lionhrtpub.com

**DISPLAY ADVERTISING  
SALES L-Z:**  
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sharonb@lionhrtpub.com

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and STALLION DIRECTORY  
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Lisbeth Hencke  
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lisbeth@lionhrtpub.com

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## DISPLAY ADVERTISING SIZES

<b>TRIM SIZE:</b>	8-1/2" x 10-7/8"
<b>BLEED:</b>	minimum of 1/8" added to each edge
<b>LIVE AREA:</b>	minimum of 1/4" in front of trim
<b>PAGE FORMAT:</b>	7" x 10" (non-bleed)

### 2010 ADVERTISING RATES

Issues 1 through 4 and 2010 Stallion Directory

	FOUR COLOR	BLACK & WHITE
Two-page spread	\$925	\$648
Full page	\$500	\$350
Two-third page	\$425	\$298
Half-page island	\$325	\$228
Half page	\$275	\$193
Third page	\$255	\$179
Quarter page	\$165	\$116
Business Cards	\$160 per year; issues 1-4 only	
Stallion Listings	\$135 per year; issues 1-4 only	
Photo Classified	\$55 photo plus 40-words	
Classified Listing	.30 cents per word / \$15 minimum	

### SPACE

### WIDTH

### DEPTH

SPACE	WIDTH	DEPTH
Two-page spread	17-1/4"	11-1/8"
Full page (bleed)	8-3/4"	11-1/8"
Full page (non-bleed)	7"	10"
Two-third page	4-9/16"	10"
Half page vertical	3-3/8"	10"
Half-page island	4-9/16"	7-1/2"
Half page horizontal	7"	4-7/8"
Third page vertical	2-1/4"	10"
Third square	4-9/16"	4-7/8"
Quarter page	3-3/8"	4-7/8"
Business Card	3-1/2"	2"

### COVER RATES & SPECIAL POSITIONS

Front Cover (plus 1 inside page) *	\$1,800
Front Cover (only) *	\$1,500
Outside back cover	\$800
Inside front and inside back cover	\$600
Page one and opposite contents	\$600
Center Spread	\$1,100

\* Front cover will be sold on a per issue basis at Publisher's discretion. One cover per year per advertiser. Front Cover advertising is available for issues 1 and 3, IALHA Membership Handbook and Stallion Directory.

All other covers and special positions must be full-page, four-color and booked for all issues.

### 2010 STALLION DIRECTORY LISTINGS

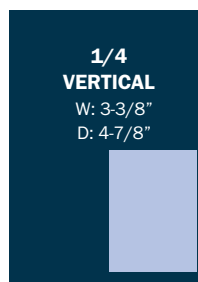
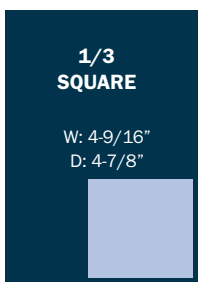
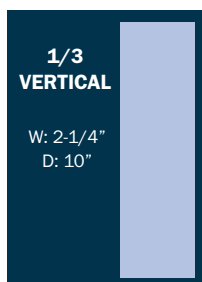
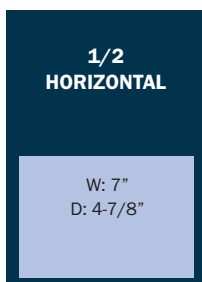
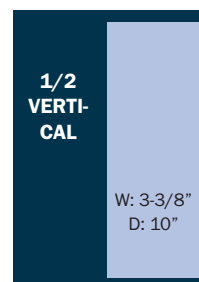
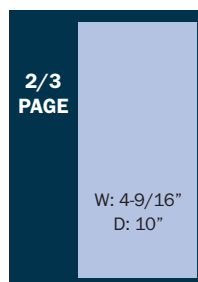
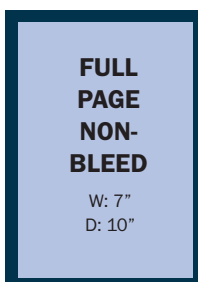
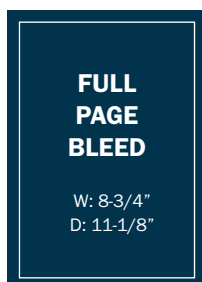
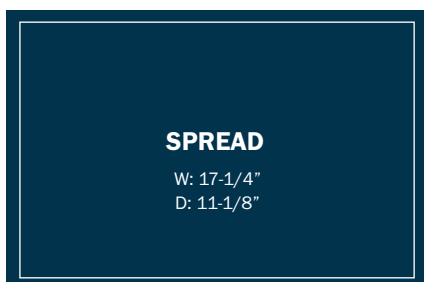
Stallion Page	Four-color	\$295
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### Frequency Discounts

Purchase the first 2 ads at the full rate, and all subsequent ads purchased in the same 12 month period will be discounted 10%. Ads must be of comparable size and value, business card, classified stallion listings & stallion pages excluded.

### ADVERTISING INFORMATION

- Payment required by ad closing date.
- All rates are net.
- Non-IALHA members add 20%
- Display advertising rates do not include design fees. Advertising design is available for an additional charge of \$80 per hour.



# 2010

## MEDIA PLANNER

Andalusian Magazine is published quarterly by:

**IALHA**  
101 Carnoustie North, #200  
Birmingham, AL 35242  
Tel: (205) 995-8900  
Fax: (205) 995-8966  
Email: office@ialha.org  
Web: www.ialha.org

### Editorial Contact:

Sue Weakley, E-mail: swkly@aol.com  
662.238.2833

## ANDALUSIAN PUBLISHING AND SALES OFFICE

Lionheart Publishing, Inc.  
506 Roswell Street, Suite 220  
Marietta, GA 30060  
E-mail: lpi@lionhrtpub.com  
Tel: 770.431.0867 (Toll-free: 888.303.5639)  
Fax: 770.432.6969  
www.lionhrtpub.com

### PUBLICATION PERSONNEL

#### President:

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llewellyn@lionhrtpub.com

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#### Display Advertising Sales L-Z:

Sharon Baker, 813.852.9942  
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Maria Bennett, 888.303.5639, ext. 219  
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#### Art Director:

Alan Brubaker, ext. 218  
albrubaker@lionhrtpub.com

#### Production Designer:

Kat Wong, ext. 223  
katwong@lionhrtpub.com

#### Non-member Subscriptions:

Joni Tate, ext. 205  
jtate@lionhrtpub.com

### ANNUAL SUBSCRIPTIONS

**IALHA members:** Included with membership  
**Non-IALHA members:** \$30 per year

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# ANDALUSIAN

### 2010 MEMBERSHIP HANDBOOK

Front Cover	\$1,500
Full Page, Four Color	\$375
Full Page, Black and White	\$275
Outside back cover	\$700
Inside front or inside back cover	\$550
Page one and opposite contents	\$550
Fold out	\$1,700
Premium locations	\$425
<i>(Defined as any ad located in front of the Alphabetical Listing)</i>	
<b>IALHA Show Ads</b>	
Full Page Four-Color	\$300
Full Page Black and White	\$200
Logo Placement	\$20
Website Listing	\$10

SPACE	WIDTH	DEPTH
Live Area (keep text with this area)	4-1/2"	7-1/2"
Full page (actual size of page)	5-3/8"	8-1/4"
Bleed Area (bleed background to this area)	5-3/4"	8-3/4"

### OTHER ADVERTISING OPPORTUNITIES

#### FOR INFORMATION ON REPRINTS & BROCHURES CALL:

**Kelly Millwood**  
888.303.5639, ext. 215  
kelly@lionhrtpub.com

### GENERAL TERMS AND CONDITIONS

- The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time. In addition, the Publisher reserves the right to place the word "Advertisement" in advertising that, in the Publisher's opinion, resembles editorial matter. However, no change in advertising copy will be made without prior consent of the Advertiser or their Agent.
- In consideration of publication of an advertisement, the Advertiser and Agency, jointly and severally will indemnify and hold blameless **Andalusian** and Lionheart Publishing, Inc., their officers, agents and employees against any loss, damages and expense resulting from the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher.
- The Publisher is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

### STORAGE OF ADVERTISING ART

- Advertising materials will be kept for 12 months after their original submission date. If the Advertiser or Agency does not request the return of the materials, they will be subject to disposal by the Publisher.