Barrel Horse News is the leading resource in the barrel racing industry. The mission of our devoted team is to deliver informative and professionally crafted content to our ever-evolving and complex barrel racing audience.

We provide unique, original content on all things barrel racing, from regional to professional competition, futurities, derbies, rodeo, industry news, horse health features, in-depth training and horsemanship articles and more.

We have long taken pride in working to be the most trusted voice in the industry for readers of all ages and skill levels — we love and live this lifestyle ourselves.
Readers

WHO THEY ARE

► Our subscribers are predominantly women, the buyers of the family.
► Most compete in the sport of barrel racing on varying levels. Many are involved through the breeding of barrel horses, producing barrel events or through other equine-related business.
► They are a devoted, engaged audience who hold Barrel Horse News in high regard. They tell us that they eagerly await delivery of BHN each month, read it cover to cover and save their issues to refer back to later. They give us regular feedback via letters, emails and posts on social media.

WHAT THEY BUY

► Subscribers to Barrel Horse News tend to be open to alternative therapies and approaches to equine athletes, interested in nutrition and supplementation and open to alternative approaches to equine healthcare.
► They appreciate a Western lifestyle, particularly the latest trends in fashion and tack, and look for apparel and equipment that will be comfortable while reflecting their individual personalities.
► Barrel racers and their counterparts spend a great deal of time hauling to and attending events, so safety and comfort is a must when they choose their towing vehicle and trailer. Living-quarters trailers and trucks large enough to pull them are the package of choice.

"It is a favorite magazine, and I look forward to it each month."

"Please keep publishing the print magazine."

BHN AUDIENCE

97% of BHN readers own horses.
80% of BHN readers own property.
47% of subscribers are members of NBHA.

GENDER

Female 94%
Male 6%

AGE

Under 18 years 15%
18-24 years 12%
25-34 years 22%
35-44 years 16%
45-54 years 14%
55-64 years 10%
65+ years 10%

HOUSEHOLD INCOME

Under $15,000 3%
Between $15,000 and $29,999 5%
Between $30,000 and $49,999 16%
Between $50,000 and $74,999 10%
Between $75,000 and $99,999 15%
Between $100,000 and $150,000 18%
Over $150,000 11%
Distribution

20,000+
Total Distribution

17,000
Association Members

Additional copies of BHN are distributed at large events each month, including but not limited to the following:

JANUARY – WESA, MVP Futurity, Greg Olson Memorial, Sherry Cervi Youth Championships, Art of the Cowgirl
FEBRUARY – GTBRA – Equinety Frostbite Race, Sunshine Classic Team Roping, Kinder Cup Futurity, Royal Crown Barrel Race, Patriot Fort Worth
MARCH – Ralph Feathers, Josey Ranch, C-N Barrel Futurity, Lucky Dog Productions, Dixie Classic, Barrel Bash, Elite Extravaganza, GTBRA Race
APRIL – Sand Cup Futurity, VGBRA Barrel Daze, Panty Raid Futurity, BBR World Finals, GTBRA Spring Classic, UBRA Futurity and 5D, Ruby Buckle
MAY – Idaho Barrel Futurity, Josey Ranch, Lucky Dog Productions, Breeders Challenge Qualifier #3, Royal Crown, Old Fort Days, Crawfish Craze
JUNE – Josey Ranch, Lane Graves Invitational, NBHA Las Vegas Super Show, Lucky Dog Productions Memphis, Runnin’ W RJ Ranch Barrel Race, All American Youth Barrel Race, Colorado Classic Futurity, Destry’s Free 4 All, NBHA Syracuse Super Show
JULY – National Little Britches Rodeo Finals, SC Productions MVP TriState Futurity, Ralph Feathers, Josey Ranch, Elite Barrel Racing Summer Sizzle, 5-State Breeders Futurity, Dash and Dance Futurity, BRN4D Championship Finals, NBHA Youth World Show
AUGUST – WESA, Ralph Feathers, SC Productions Barrel Race, Royal Crown, The Equinety “Summer Burnout” Barrel Racing Show, Go For Broke Barrel Racing 2023 Championship Series, 13th Annual Meagan McCain Memorial Barrel Race, Southwest Desert Classic — Breeder’s Incentive Barrel Race, Southwest Desert Classic — GlenWood Memorial
SEPTEMBER – Equinety Tiger Town Showdown — GTBRA, Ralph Feathers, Josey Ranch, Cornhusker Futurity, Buckles and Barrels for Bailey, Xtreme Million, Run for the Diamonds, Fizz Bomb Barrel Race Classic, Indiana Barrel Futurity, Breeders Challenge, UBRA September, The Ardmore Futurity
OCTOBER – Lucky Dog Productions, Ralph Feathers, Josey Ranch, BBR Southern Territorial, Pink Buckle, GTBRA, Revolution Barrel Racing Finale, Pro Elite World Finals, Barrel Bash
NOVEMBER – Lucky Dog Productions, Ralph Feathers, Elite Barrelanza, NBHA World Show, BFA, CBT Barrel Racing — Christmas Cash & Race of Champions, Fiddlers Turkey Run, Top Shelf Breeders
DECEMBER – BBR OKC Futurity, Top 15 NFR Barrel Racers, All in Barrel Race, Pro Rodeo League of Women’s Style Show & Luncheon, NFR Cowboy Christmas, Lucky Dog Productions
EDITORIAL CALENDAR

JANUARY — STALLION ISSUE
Tips and resources for stallion owners, from breeding practices to management, handling, new trends and more.
➤ Spotlight Feature:
How a stallion’s semen quality relates to fertility, and how ICSI is used to help with poor semen quality.

FEBRUARY — MARE & FOAL ISSUE
Built with the mare owner in mind; resources for owning and managing mares and foals, health care, breeding programs and more.
➤ Spotlight Feature:
A foaling checklist providing everything a mare owner needs to know for the health and success of both mare and foal.

MARCH — HORSE/RIDER & OWNER/BREEDER EQUISTATS
Features EquiStat’s leading horses, riders, owners, breeders and bloodlines across all ages and divisions, plus futurities and rodeos.

APRIL — DIVISIONAL EQUISTATS
A salute to the grass roots barrel racers. EquiStat’s leading divisional horses, riders, owners, breeders and events from 1D to 4D.

MAY — TACK, EQUIPMENT AND BARN ISSUE
Explore the best practices in tack, gear, equipment, barn design and more to be successful in the barrel racing industry.
➤ Spotlight Feature:
Headgear purposes: how to use headgear, like tie-downs, properly.
➤ SAS: this issue contains a Tack and Equipment Special Advertising Section.

JUNE — HEALTH & NUTRITION ISSUE
Horse and human health and nutrition practices, resources and more to keep both horse and rider fit for competition.
➤ Spotlight Feature:
Myth-busting rotational deworming practices
➤ SAS: this issue contains a Health and Nutrition Special Advertising Section.

JULY — BEGINNER ISSUE
How to start your barrel racing journey no matter your age or skill level. Everything from basic needs to training, selecting the right horse and more.
➤ Spotlight Feature:
The basics of bits: the mechanics behind how bits work and how to use them properly.
➤ Spotlight Feature:
Basic saddle fit for horse and rider.

AUGUST — LIFESTYLE
“THE BETTY BARREL RACER ISSUE”
Special Lifestyle Issue, or as we like to call it, “The Betty Issue.” This issue is dedicated to everything about the life we love. It highlights why we love being a “Betty Barrel Racer,” from the lifestyle to the horses and everything we love about the industry. We proudly embody the Betty persona in and out of the arena.
➤ Spotlight Feature:
What it means to be a barrel racer mom, and how mom-and-daughter duos are taking advantage of barrel racing as a bonding experience.

SEPTEMBER — YOUTH ISSUE
Dedicated to the youth of barrel racing. Everything a young barrel racer wants to stay informed and entertained on training, horsemanship and the industry.
➤ Spotlight Feature:
Advice to youth from the professionals, including lessons they’ve learned in their careers.
➤ Special Feature:
Lifetime EquiStat Leaders

OCTOBER — FUTURITY ISSUE
Geared to highlight the ins and outs of the futurity season and the best tips for making the most of the entire futurity experience.
➤ Spotlight Feature:
Performance horse health: a realistic look at what it takes to keep a futurity horse healthy and sound.

NOVEMBER — EQUINE PROFESSIONALS ISSUE
From horsemen to tradesmen and craftsmen, and everything in between, the Professionals Issue is dedicated to those both in the spotlight and behind the scenes who make the barrel racing industry go round — trainers, producers, saddle makers, equipment companies, ground crews and more.
➤ Spotlight Feature:
The business side of barrel racing — a look at what it takes to produce barrel racing events.
➤ Special Feature:
Barrel Futurities of America World Championship Leaders according to EquiStat.

DECEMBER — RODEO ISSUE
(BOTH ISSUE IS DISTRIBUTED AT THE NFR)
Built to help you navigate the Wrangler National Finals Rodeo with the WPRA top 15 preview, Rookie of the Year, NFR EquiStat leaders, NFR-qualifying horse pedigrees and more.

IN EVERY ISSUE:
• Charmayne James’ Tips
• World Champion Reflections
• Your Horse’s Health
• Outside the Arena
• The season’s biggest events
• Drill of the Month
• Behind the Barrels
Digital Audience

WEBSITE

62% women 38% men

- Average Monthly Pageviews: 119,800
- Average Monthly Unique Visitors: 75,000+
- Facebook Followers: 199,100+
  81% women; 19% men
- Facebook Likes: 180,500+
- Instagram Fans: 105,900+
  84% women; 16% men
- Email List: 28,300+
- Newsletter List: 32,400+
- YouTube Subscribers: 9,700+
  68% women; 32% men

YOUTUBE:

WEBSITE:

AGE: 12% of total users

FACEBOOK:

AGE: 20%

INSTAGRAM:

AGE: 20%

Digital Audience [Graphs and Bar Charts]
Display Ad Offerings

A. Anchor Ad $2,500/month
High-impact mobile and desktop ad, one advertiser/month, 100% SOV per month.

B. Pop-Up’ $1,750/month
One advertiser/month with 100% SOV, this ad is sure to stop website viewers in their tracks.

C. Billboard***
High-impact display ads with excellent CTR.
C1 Large Billboard $800/month
C2 Billboard $600/month

Display ad package Package $550/month

D. Leaderboard’**

E. Box’

F. Mobile’
Display ads rotate through multiple positions.

G. Filmstrip’ $500/month
High-impact mobile ad, one advertiser/month, 100% SOV per month.

* Advertisers need to provide URLs for all ads.
** Billboard, Anchor and Pop-Up ads also include a mobile ad.
EquiStat and Stallion Register Display Ad Offerings

A. Anchor Ad* $1,000/month
High impact mobile and desktop ad, one advertiser/month, 100% SOV per month.

B. Billboard** $450/month
High-impact display ads with excellent CTR.

Display ad package Package $350/month
C. Leaderboard**
D. Box*
E. Mobile*
Display ads rotate through multiple positions.

* Advertisers need to provide URLs for all ads.
** Billboard, Anchor and Leaderboard ads also include a mobile ad.
Native Content

Advertiser-generated story on homepage for the month and remains on website at least 12 months. This is an invaluable opportunity for your brand to present products in a unique storytelling way and align yourself with the authentic and trusted brand of Barrel Horse News.

This package includes social pushes, roadblock ads around content and an email blast.

Package Value: $4,700
Package Price: $3,000
An exclusive opportunity to showcase a product or show off your equine gear. This advertiser-generated write-up will be featured on the BHN website with social pushes from Facebook and the Fast Time newsletter.

**Package Value:** $2,300  
**Package Price:** $1,500

**Product spotlight on BHN Facebook page**

**Product spotlight on BHN website**

**Newsletter component**

Barrel horses have high energy demands, so most people feed popular sweet or complete feeds with the idea that these will help them to maintain weight and obtain the energy they need. However, most of these common grain feeds are too high in "sugar" or what's more technically known as NSC (non-structural carbohydrates). Learn how to avoid sugar crashes and help your horses conquer their next runs with SUCCEED.
Content Sponsorships

Pair your brand with high-quality content that resonates with our barrel racing audience.

Sample Package:
- Roadblock leaderboard and box ads around the content for 30 days
- Sponsor tagged in two Facebook posts driving to the article on our webpage
- Article placed in Fast Time Newsletter with sponsor mention

Package Value: $1,750
Package Price: $950
Training Barrel Horses

The best in barrel racing training videos featuring the top barrel horse trainers in the industry. *Training Barrel Horses* has a highly engaged audience and is one of our site’s top-performing categories.

15-second post-roll spot after each training video with sponsor logo

Roadblock leaderboard and box ads on each video post

(2) link share Facebook posts per video, all posts will include a business partner tag

(2) stand-alone Facebook posts, content provided by sponsor

Ask your Sales Representative for details.
Social Media Opportunities

Stand-Alone Facebook Post $400
Spread your message and build brand awareness with our highly engaged Facebook audience.

Instagram Post $300
Promote your products or tell your brand’s story through compelling visuals aimed at our highly engaged Instagram audience.

Social Media Event Sponsorships
Extend your reach and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with Barrel Horse News as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate readers across our social media platforms from some of the most elite barrel racing events of the year.
Price varies per event.

Facebook & Instagram sponsorships do not exclude BHN from acting as a social media site and sharing interesting news and information in addition to sponsorship postings.
Email Marketing Opportunities

Sponsored Facebook Post & Newsletter Package

Package Value: $2,250
Package Price: $1,500

Editorial-style content sent to our full email list written to help readers solve a problem or offer helpful tips, plus two Facebook posts of advertiser’s choice.

Stand-Alone Eblast

$1,650

Your custom image sent to our full email list driving customers directly to your website.
Fast Time Newsletter

**BHN Fast Time Newsletter Banner Ad**
Place your banner ad within our weekly newsletter featuring editorial content. Two ad spots maximum per newsletter.

$300/week

**BHN Fast Time Newsletter Sponsored Article**
Drive people directly to your website from a sponsored article spot in our weekly Fast Time newsletter. One article ad spot maximum per newsletter send.

$500/week
Programmatic Solutions

COMPETITIVE BLEND DISPLAY
Deliver a targeted message
An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. We are able to target interests, behaviors and specific demographics and geographics of consumers as an effective way to deliver your message to a precise audience.

$8 CPM

DEVICE ID
Target customers on their specific devices.

Geo-Fence — Using display ads, target devices that have been within a geo-frame during a previously specified time frame. This allows your brand to target event attendees of major rodeos and barrel races to ensure you’re hitting your target audience.

$15 CPM

DEVICE ID ADDRESS MATCH
Target BHN subscribers on their devices
Display campaign targeting specific devices that are known to dwell in the residential addresses of our Barrel Horse News subscriber list. Household extension can reach every device in the house.

$17 CPM; Serve up to 125,000 impressions per month

SITE RETARGETING
Target visitors to bhn.com
Reach consumers long after they have visited your website or target visitors of barrelhorsenews.com with this programmatic display campaign.

$14 CPM

All options require a three-month minimum commitment with a minimum of 40,000 impressions served per month.

► Campaigns run by a team of experts
► Quality data inventory
► Transparent reporting
Don’t miss the opportunity to **promote your stallion** in the barrel racing industry’s **go-to guide for breeding decisions!**

A valued, mare owner resource that is saved and referred back to year after year.

- Sent to 20,000+ BHN subscribers
- Available at the NFR & other major events
- Stallion data from EquiStat
- Includes Black Type Pedigree & Magic Cross Reports plus 5-Year Industry stat charts and more
- Online Stallion Directory page updated daily
- Social media stallion promotion

**Stallion Register**

Sample page spread in Stallion Register

Sample online multi-functional Stallion Directory

Sample Facebook post

Sample page spread in Stallion Register

Stallion Register Statistics provided by EquiStat
### Ad Sizes/Rates

#### DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Four-Color)</td>
<td>$1,745</td>
<td>$1,675</td>
<td>$1,620</td>
<td>$1,565</td>
</tr>
<tr>
<td>2/3</td>
<td>$1,530</td>
<td>$1,470</td>
<td>$1,440</td>
<td>$1,395</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,295</td>
<td>$1,245</td>
<td>$1,210</td>
<td>$1,170</td>
</tr>
<tr>
<td>1/3</td>
<td>$1,105</td>
<td>$1,060</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>1/4</td>
<td>$830</td>
<td>$800</td>
<td>$775</td>
<td>$745</td>
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<tr>
<td>1/6</td>
<td>$580</td>
<td>$560</td>
<td>$535</td>
<td>$520</td>
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</tbody>
</table>

For covers and preferred positions contact your sales representative.

#### SPECIAL SECTIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Stallion Showcase (FC)</td>
<td>N/A</td>
<td>$170</td>
<td>$155</td>
<td>$135</td>
</tr>
<tr>
<td>(Stallion Showcase ads run a minimum of 3 consecutive issues)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/12 Barrel Arena (FC)</td>
<td>$150</td>
<td>$145</td>
<td>$140</td>
<td>$130</td>
</tr>
<tr>
<td>1/6 Barrel Arena (FC)</td>
<td>$300</td>
<td>$290</td>
<td>$280</td>
<td>$260</td>
</tr>
<tr>
<td>1/6 Horses For Sale (FC)</td>
<td>$230</td>
<td>$220</td>
<td>$205</td>
<td>$185</td>
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</tbody>
</table>

#### ADVERTORIAL SECTION

Advertorial Section includes display ad space and up to 120 words of editorial.

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2/3 (FC)</th>
<th>1/2 (FC)</th>
<th>1/3 (FC)</th>
<th>1/4 (FC)</th>
<th>1/6 (FC)</th>
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</thead>
<tbody>
<tr>
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<td>$1,169</td>
<td>$1,056</td>
<td>$1,022</td>
<td>$807</td>
<td>$623</td>
<td>$447</td>
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<tr>
<td>1/3 (FC)</td>
<td>$807</td>
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</table>

#### CONTACT YOUR SALES REPRESENTATIVE

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD DeLeo</td>
<td><a href="mailto:deleo101@comcast.net">deleo101@comcast.net</a></td>
<td>719-661-8793</td>
</tr>
<tr>
<td>Andrea Brunner</td>
<td><a href="mailto:andrea.brunner@morris.com">andrea.brunner@morris.com</a></td>
<td>214-564-4222</td>
</tr>
<tr>
<td>Rayanne Engel Currin</td>
<td><a href="mailto:rayanne.engel@morris.com">rayanne.engel@morris.com</a></td>
<td>209-759-3395</td>
</tr>
<tr>
<td>Bobbie Cook</td>
<td><a href="mailto:bobbie.cook@morris.com">bobbie.cook@morris.com</a></td>
<td>209-304-1974</td>
</tr>
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</table>

### DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space Deadline</th>
<th>Ad Materials Due</th>
<th>In Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/7/2023</td>
<td>11/14/2023</td>
<td>1/2/24</td>
</tr>
<tr>
<td>February</td>
<td>12/6/23</td>
<td>12/13/2023</td>
<td>1/29/24</td>
</tr>
<tr>
<td>March</td>
<td>1/11/24</td>
<td>1/18/2024</td>
<td>3/4/24</td>
</tr>
<tr>
<td>April</td>
<td>2/8/24</td>
<td>2/15/2024</td>
<td>4/2/24</td>
</tr>
<tr>
<td>May</td>
<td>3/7/24</td>
<td>3/14/2024</td>
<td>4/29/24</td>
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<tr>
<td>July</td>
<td>5/8/24</td>
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<td>7/2/24</td>
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<tr>
<td>September</td>
<td>7/11/24</td>
<td>7/18/2024</td>
<td>9/3/24</td>
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<td>October</td>
<td>8/7/24</td>
<td>8/14/2024</td>
<td>9/30/24</td>
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<tr>
<td>November</td>
<td>9/12/24</td>
<td>9/19/2024</td>
<td>11/4/24</td>
</tr>
<tr>
<td>December</td>
<td>10/10/24</td>
<td>10/17/2024</td>
<td>12/4/24</td>
</tr>
</tbody>
</table>

### Full Page

- Bleed: 8.625 in x 10.875 in
- Trim: 8.375 in x 10.625 in
- Live area: 7.875 in x 9.875 in

### 2/3 Page Vert.

- 4.778 in x 9.625 in

### 1/2 Page Horiz.

- 7.25 in x 4.688 in

### 1/3 Page Vert.

- 2.306 in x 9.625 in

### 1/6 Page

- 2.306 in x 4.688 in

### 1/12 Page

- 2.306 in x 2.25 in

### 1/3 Page Square

- 4.778 in x 4.688 in

### 1/4 Page

- 3.542 in x 4.688 in

### 1/6 Page

- 2.306 in x 4.688 in

### Display, Stallion Showcase, Barrel Arena or Horses for Sale

- (Display, Stallion Showcase, Barrel Arena or Horses for Sale)

### Barrel Arena Only

- (Barrel Arena Only)
Additional Policies

PRINTING

Covers and text pages are printed on high-speed, web-fed, offset presses. Magazine is perfect bound and joins to the foot.

- Color Specifications: SWOP (Specifications Web Offset Publications). Photos, graphics, and camera-ready ads should be converted to CMYK prior to submission. Total density of shadow areas should not exceed 300 percent for four-color ads. Color match prints must be provided for all color-sensitive ad materials.

- Final trim size of magazine is 8.875” x 10.625”. Non-bleed pages 8.375” x 10.625”. Bleed page size, including trim, is 9.125” by 10.875”. Spread bleed dimensions, single page document, are 18.25” x 20.875”. All full page ads can be bleed all around with 1/8” trim both sides, top, and bottom. In all bleed pages, type and pictorial matter to be retained should be kept within 8.375” width, 9.875” depth. Bleed available on full pages only.

- For covers and inside pages, SWOP (Specifications Web Offset Publications) standards apply. Total density of shadow areas should not exceed 300 percent for four-color ads.

DIGITAL REQUIREMENTS

- Camera-Ready: PDF files with embedded fonts and that comply with PDF/X1a standards (Adobe 4 or 5 - PDF version 1.3 or 1.4) are preferred. Flattened EPS or TIF files are also accepted. All images within these files must be 300 dpi and saved as grayscale or CMYK to SWOP standards for best color and image reproduction.

- Revised Ads: If sending files that will need to be altered in later issues or to meet any mechanical requirements, we accept files created in InDesign, Illustrator and PhotoShop only. These files must be accompanied by all art files for logos, images and fonts used to create the ad.

- Materials for Ads created by Barrel Horse News: Copy and layout instructions must be provided in .txp or .doc formats. Only digital photos and graphics are accepted and must be 300 dpi with printed dimensions no smaller than the size they are intended to be reproduced. Font choices are at the discretion of Barrel Horse News, unless provided by the advertiser.

- For All Ad Submissions: Laser prints are recommended to confirm the appearance of digital materials and are for position only. Color-match prints are recommended for all color-sensitive materials. Materials may be supplied via e-mail, FTP, CD or DVD. For e-mail or FTP, please compress files with any self-extracting compression program. Contact your sales representative for a detailed production specification sheet. Files under 10 MB may be e-mailed to your sales representative. FTP file transfers are available for larger files. Please contact your sales representative for User ID and Password.

- Ad Proofs: Ad submissions that require a confirming proof must meet all issue date closing dates and be received in the Fort Worth sales office prior to the materials deadline. All proofs will be sent via email in a low-resolution PDF to confirm copy and graphics are correct. Proofs are not furnished for camera-ready submissions or pick up.

The publisher reserves the right to accept or cancel all advertising copy or orders for any reason, at any time.

Barrel Horse News reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted.

Any copy resembling editorial, in the opinion of the publisher, shall have the word “advertisement” printed on the page. Advertisements with extensive copy must run in a space (vertical or horizontal) as designed. All advertisements and contents thereof are subject to the publisher’s approval.

Advertiser materials will be kept on file for one year after publication date unless the advertiser has made special arrangements. After one year materials will be destroyed.

No sideways or upside down ads will be allowed.
Digital Ad Specification

### STANDARD DISPLAY ADS

#### PRODUCT DIMENSIONS
- Anchor Ad: 728 x 90
- Anchor Ad Mobile Size: 320 x 50, 320 x 100
- Billboard: 970 x 250
- Large Billboard: 970 x 550
- Leaderboard: 728 x 90
- Filmstrip: 300 x 600
- Box: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50
- Pop-up: 1100 x 640, 300 x 250

#### MOBILE SPECIFICATIONS
- Dimensions in pixels
- Formats: JPG, PNG, or GIF (no PDFs)
- 150kb max for static ads
- 1000kb max file size for GIF (animated ads)
- Best practice: provide a standard image file as backup for times when the user’s browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

### RICH MEDIA

#### PRODUCT DIMENSIONS
- Leaderboard: 728 x 90
- Filmstrip Ad: 300 x 600
- Medium Rectangle: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50

#### MOBILE SPECIFICATIONS
- Resolution 72 ppi
- Standard banners should be built with responsive capabilities

#### RICH MEDIA
- All materials are subject to editing
- Best practice: provide a standard image file as backup for times when the user’s browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

#### CAPABILITIES
- YouTube Subscribers
- Newsletter List
- Email List
- Instagram Fans
- Facebook Likes
- Facebook Followers
- Average Monthly Pageviews 119,800
- Average Monthly Unique Visitors 75,000+
- Facebook Followers 199,100+
- Facebook Likes 180,500+
- Instagram Fans 105,900+
- Email List 28,300+
- Newsletter List 32,400+
- YouTube Subscribers 9,700+

### NATIVE CONTENT
- Featured image size: 1500x650
- 500-700 words of advertiser content
- 2-3 engaging photos (min. 1000 px wide)
- Road block display ads (728 x 90 px, 300 x 250 px, 300 x 600 px, 320 x 50 px)
- (1) stand-alone eblast (600 x 1,000 px, under 100kb), URL
- (2) Facebook posts promoting content with boosting
- (2) Facebook post advertiser’s choice, need copy and URL (images 1200 x 630 px or 1200 x 1200 px)

### PRODUCT SPOTLIGHT
- Featured image size: 1500x650
- 500-700 words of advertiser content
- 2-3 engaging photos (min. 1000 px wide)
- Inclusion in the Barrel Horse News Fast Time weekly newsletter (one per month).
- (2) Facebook posts promoting content with boosting

### CONTENT SPONSORSHIP
- (1) article a month on barrelohorsenews.com
- Roadblock leaderboard and box (728 x 90 px, 320 x 50 px, 300 x 250 px) ads around BHN article for 30 days
- (2) Facebook posts promoting content with boosting
- (2) Instagram posts promoting article per month
- (1) Facebook post advertiser’s choice, need copy and URL (images 1200 x 630 px or 1200 x 1200 px) per month.

### STAND-ALONE EBLAST
- 600 x 1000 px, under 100kb
- Subject Line
- URL

### FAST TIME BANNER AD
- 600 x 100 px banner ad
- URL

### FAST TIME SPONSORED ARTICLE
- 600 x 300 px photo
- Headline (between 30-40 characters)
- Short Description (between 250-400 characters)
- URL

### Glossary:
- ROS — run of site
- SOV — share of voice
- px — pixels
- PSA — public service announcement
- Standard display ads — static, no animation
- Rich media — dynamic ads, animated