

# 2021 Stallion Directory Advertising Opportunities



## Advertise in the New York Sire Stakes' 2021 Stallion Directory!

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Ad Size Format Rate \_\_\_\_\_

Special Instructions \_\_\_\_\_

Payment Options  Check  Money Order Check/Money Order # \_\_\_\_\_ (Checks in US Funds.)

### ADVERTISING RATES AND DIMENSIONS

Inside Front Cover (Full Color): \$1,000 - Ad Size: 8.5x11

Inside Back Cover (Full Color): \$1,000 - Ad Size: 8.5x11

Back Cover (Full Color): \$1,500 - Ad Size: 8.5x11

Full Page (Black and White): \$300 - Ad Size: 8.5x11

Full Page (Color): \$500 - Ad Size: 8.5x11

Half Page (Black and White): \$175 - Ad Sizes: 8.5x5.5 or 4.25x11

### ADVERTISING FORMAT AND DIGITAL REQUIREMENTS

All ads must be provided to NYSS as a high-resolution pdf.

Ads should be sent with bleeds in either CMYK (Full Color) or Black and White

All checks should be made out to the Ag & NYS Horse Breeding Development Fund  
Return with this form to 230 Washington Avenue Extension, Suite 101, Albany, NY 12203

Please contact the New York Sire Stakes Marketing and Promotions Office  
with any questions at 518-694-5002

Ads should be sent to Sarah Quinn at squinn@caphill.com. Deadline is November 30, 2020