



ATBA ADVERTISING RATES

Non-Member Rate | **(ATBA Member Rate)** | [Introductory Rates](#)—valid through 6/30/12

WEBSITE AD RATES

	<i>1 month</i>	<i>3 months</i>	<i>6 months</i>	<i>1 year</i>
Square Button Ad	\$100 (95)	\$250 (225)	\$400 (350)	\$750 (625)
Introductory Rate	N/A	N/A	\$320 (280)	\$600 (500)
Rectangular Button Ad	\$150 (140)	\$375 (335)	\$600 (525)	\$1125 (935)
Introductory Rate	N/A	N/A	\$480 (420)	\$900 (740)
Premium Ad—Top of interior page(s)	N/A	\$650 (600)	N/A	N/A
Premium Ad—Rate for members if combined with full page 4-color ad in ATBA magazine		(500)		
Sale Catalog—Video link (one-time fee per hip#)	\$60 (50)	N/A	N/A	N/A
ATBA-hosted PDF Page (monthly fee in addition to button ad rate)	\$25 (20)	N/A	N/A	N/A

WEBSITE AD SPECIFICATIONS

Square Button	100 x 100 pixels
Rectangular Button	230 x 100 pixels
Premium Ad	420 x 150 pixels
Sale Catalog Video	YouTube link provided by consignor
PDF Page	7.75 x 10.25 inches

ATBA can also help you design your PDF page—please email Paula W. Prather for details at paula@atba.net

ATBA MAGAZINE AD RATES/PER ISSUE

	<i>4-color</i>	<i>black/white</i>	<i>specifications</i>
Full page	600	250	7.75 x 10.25 inches
1/2 page	250	150	5 x 7.5 inches
1/4 page	125	75	3.75 x 5 inches
Stallion issue “blue page”	300	N/A	standard

For advertising in the Arizona Thoroughbred magazine, please contact the ATBA office at info@atba.net