



HOOF BEATS MAGAZINE
The highest circulation at the lowest cost of any national Standardbred magazine in the market today.



SOCIAL MEDIA AND VIDEO
Exclusive video content and leading social media reach in the industry



WEBSITE
Top-tier website reaching more than 1 million unique users per month

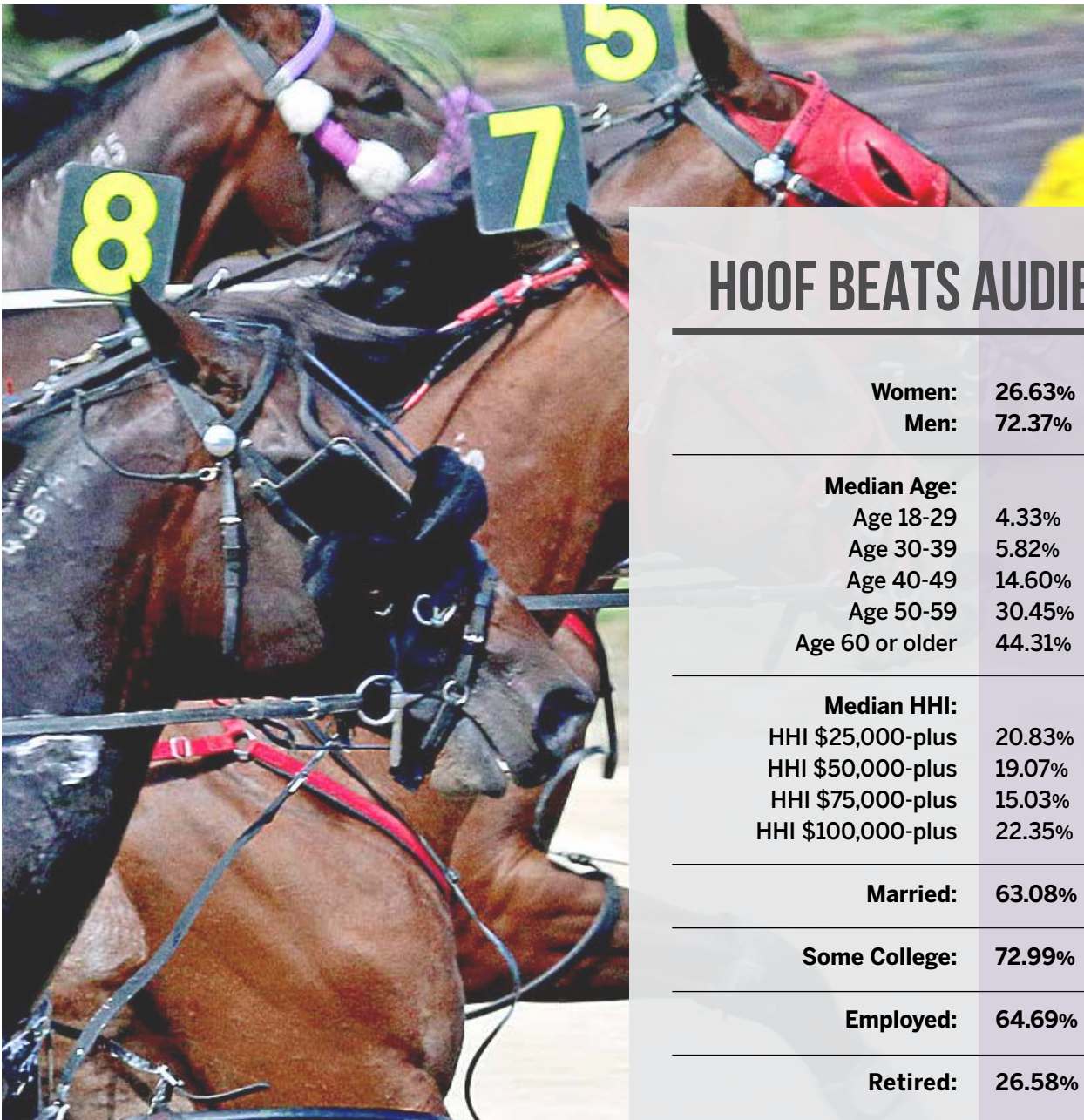
A BRAND

ABOVE THE REST

SERVING THE STANDARD BRED INDUSTRY FOR 80 YEARS



DEMOGRAPHIC PROFILE



HOOF BEATS AUDIENCE

Women:	26.63%
Men:	72.37%

Median Age:	
Age 18-29	4.33%
Age 30-39	5.82%
Age 40-49	14.60%
Age 50-59	30.45%
Age 60 or older	44.31%

Median HHI:	
HHI \$25,000-plus	20.83%
HHI \$50,000-plus	19.07%
HHI \$75,000-plus	15.03%
HHI \$100,000-plus	22.35%

Married:	63.08%
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Some College:	72.99%
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Employed:	64.69%
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Retired:	26.58%
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2018 RATE CARD



RUN OF BOOK

RUN OF MAGAZINE	1 TIME	4 TIMES	8 TIMES	12 TIMES
Full Page (color)	\$1,440.25	\$1,401.75	\$1,358.50	\$1,316.75
Full Page (B&W)	\$805.00	\$766.50	\$723.25	\$681.50
2/3 Page (color)	\$967.75	\$926.75	\$898.00	\$868.75
2/3 Page (B&W)	\$637.00	\$596.00	\$567.25	\$538.00
1/2 Page (color)	\$816.75	\$782.25	\$759.25	\$741.75
1/2 Page (B&W)	\$486.00	\$451.50	\$428.50	\$411.00
1/3 Page (color)	\$543.75	\$526.25	\$503.25	\$479.75
1/3 Page (B&W)	\$370.50	\$353.00	\$330.00	\$306.50
1/6 Page (color)	\$404.25	\$393.25	\$381.75	\$370.25
1/6 Page (B&W)	\$231.00	\$220.00	\$208.50	\$197.00

**15 percent commission given on the black and white insertion rate when ads meeting our specifications are sent in camera-ready.*

PRODUCTION FEES

SERVICE	AVERAGE COST
Full page (design and digital preparation):	\$100 per ad
Fractional (design and digital preparation):	\$50 per ad
Revisions and updates to files:	\$20 per ad
Use of non-USTA photos:	Call for rates

HORSEMEN'S SHOP

WORD ADS \$2 per word
BOXED ADS \$63.50 per vertical inch
<i>*Multi-placement discounts available for boxed ads only.</i>



PRODUCTION REQUIREMENTS

AD SIZES: RUN OF BOOK

<p>1/3 VERTICAL 13p3 x 58p0 2.208" x 9.667"</p>	<p>1/3 HORIZONTAL 27p6 x 28p3 4.583" x 4.708"</p>
<p>2/3 PAGE 27p6 x 43p3 4.583" x 9.667"</p>	<p>1/6 VERTICAL 13p3 x 28p3 2.208" x 4.708"</p>
	<p>1/2 HORIZONTAL 41p9 x 28p3 6.958" x 4.708"</p>

<p>FULL PAGE —Trim 48p9 x 64p6 8.125" x 10.75" —Bleed 50p3 x 66p0 8.375" x 11.0" —Live Area 45p0 x 61p6 7.5" x 10.25"</p>	<p>1/2 VERTICAL 27p6 x 43p3 4.583" x 7.208"</p>
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PRODUCTION SPECS

ART: Please use TIFF or high-resolution JPG format in grayscale or CMYK, 300dpi.

COLOR: Art sent RGB will be converted to CMYK. Spot colors will be run CMYK. We are not responsible for color shifts cause by converting from RGB to CMYK.

FILES: Must be submitted as final production-ready PDF files only.

CONTACT INFORMATION

For ad specs, material extensions and all other production-related questions, contact:

Heather Cason, Advertising Director
877-800-8782, ext. 3217
heather.cason@ustrotting.com



CUSTOM MARKETING SOLUTIONS



As part of a innovative, multi-platform brand, the USTA and Hoof Beats magazine provide solutions to reach and engage with this unique fan base any time, any place!

✓ E-MAIL BLASTS

✓ FACEBOOK

✓ TWITTER

✓ DIGITAL EDITION

✓ MINI-SITES

✓ RESEARCH



WEB ADVERTISING

LEADERBOARD

728 x 90

RUN OF SITE

300 x 100

LARGE SQUARE 1

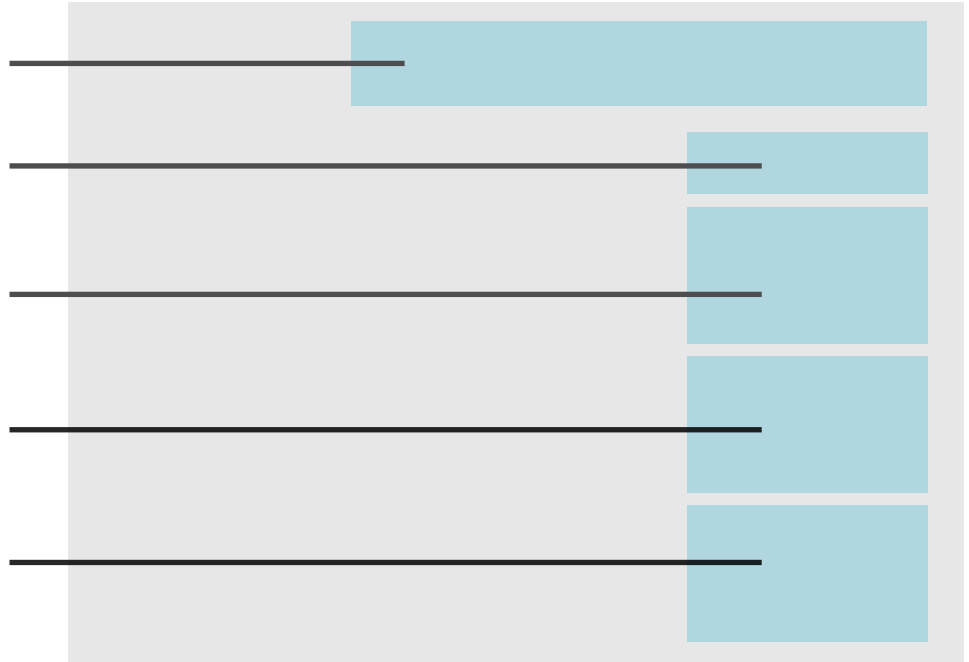
300 x 250

LARGE SQUARE 2

300 x 250

LARGE SQUARE 3

300 x 250



ADVERTISING RATES FOR USTROTTHING.COM

LEADERBOARD

728 X 90 pixels, max size 40k

\$315 per week/\$1,050 per month/displays on:

- Members • Fairs • Horsemen
- Fans • Hoof Beats • Handicapping
- Owners • Standardbreds

\$370 per week/\$1,250 per month/maximum 3 ads in rotation

Banner displays near top of news.ustrotting.com and each news article page

\$790 per week/\$2,750 per month/maximum 3 ads in rotation

Banner displays near top of racing.ustrotting.com

\$800 per week/\$3,000 per month/maximum 3 ads in rotation

Banner displays near top of ustrotting.com

RUN-OF-SITE (ROS) ROTATION BANNER

300 X 100 pixels, max size 30k
\$180 per week/\$630 per month
maximum 12 ads/displays on:

- U.S. Trotting • Fairs • Horsemen
- Fans • Hoof Beats • Handicapping
- Owners • Standardbreds
- Newsroom • Members

LARGE SQUARE BANNER 1, 2, 3

300 X 250 pixels, max size 40k

\$370 per week/\$1,250 per month
Fixed square banner displays on the right side of news.ustrotting.com or each news article page

\$790 per week/\$2,750 per month
Fixed square banner displays on the right side of the racing.ustrotting.com page

\$790 per week/\$2,750 per month
Fixed square banner displays on the right side of the ustrotting.com page

DISCOUNTS FOR WEB BANNERS

- 10% off with a six-month contract
- 15% off with a 12-month contract
- 10% off with the purchase of a full-page print ad in Hoof Beats in the same month
- 15% discount for ads meeting our digital formatting specifications

BANNER SPECIFICATIONS

- Banners can be formatted as GIF, JPG, or Flash files
- 72 dpi (check listings for max size)
- Index or RGB color space

***CALL FOR SPECIAL PRINT AND WEB PACKAGE PRICING**

USTROTTING WEB URLs

MEMBERS
members.ustrotting.com

HORSEMEN
horsemen.ustrotting.com

HANDICAPPING
handicapping.ustrotting.com

STANDARDBREDS
standardbreds.ustrotting.com

FAIRS
fairs.ustrotting.com

FANS
fanguide.ustrotting.com

OWNERS
owners.ustrotting.com

HOOF BEATS WEB URLs

PORTAL PAGE
hoofbeatsmagazine.com

ABOUT
[hoofbeats.ustrotting.com/
about.cfm](http://hoofbeats.ustrotting.com/about.cfm)

ARCHIVES
[hoofbeats.ustrotting.com/
archives.cfm](http://hoofbeats.ustrotting.com/archives.cfm)

ADDRESS CHANGE
[hoofbeats.ustrotting.com/
changeaddress.cfm](http://hoofbeats.ustrotting.com/changeaddress.cfm)

**ADVERTISING
INFORMATION**
[hoofbeats.ustrotting.com/
advertise.cfm](http://hoofbeats.ustrotting.com/advertise.cfm)

CONTACT US
[hoofbeats.ustrotting.com/
contact.cfm](http://hoofbeats.ustrotting.com/contact.cfm)

FEEDBACK FORM
[hoofbeats.ustrotting.com/
feedback.cfm](http://hoofbeats.ustrotting.com/feedback.cfm)

YOUTH BEATS



Youth Beats is a quarterly magazine for kids ages 8-13. *Youth Beats* has more than 1,600 subscribers and is averaging nearly 100 new subscribers every year. In addition, the magazine also goes out to every *Hoof Beats* subscriber.

Each issue of *Youth Beats* features the top horses and participants from around the sport; departments like Industry Pros, Harness Heroes and Track Talk; as well as reader submitted photos and editorial content.

SPONSORSHIP PACKAGES

\$10,000 PACKAGE

- 4 full-page ads in *Youth Beats*
- 2 full-page ads in *Hoof Beats*
- 15-second USTA video placement
- run-of-site Web banner (three months)
- listed as an official *Youth Beats* sponsor

\$5,000 PACKAGE

- 4 full-page ads in *Youth Beats*
- 1 full-page ads in *Hoof Beats* (50% off)
- run-of-site Web banner (three months)
- listed as an official *Youth Beats* sponsor

\$3,000 PACKAGE

- 2 full-page ads in *Youth Beats*
- run-of-site Web banner (two months)
- listed as an official *Youth Beats* sponsor

\$1,500 PACKAGE

- 1 full-page ads in *Youth Beats*
- run-of-site Web banner (one month)
- listed as an official *Youth Beats* sponsor

Contact Heather Cason for rates and advertising information:

877-800-8782, ext. 3217

heather.cason@ustrotting.com



WHERE THE STARS ALIGN



Visit STARS.ustrotting.com

STARS is the online listing of participating stallions, powered by the USTA's comprehensive database Pathway. **STARS** is an invaluable research tool for breeders, stallion owners, yearling buyers and many others throughout the harness racing industry.

With **STARS** you can advertise your stallion all year and easily promote his offspring's racing accomplishments during the busy summer season. A search of your listed stallion will provide free Pathway reports and yearling sales results, hypothetical mating reports, photo and a link to your website.

Package your
STARS listing
with an ad in
Hoof Beats for
big savings.

