

# THE



# HORSE'S MAINE & NH

*Maine and NH's Own Equestrian Newspaper*

## 2026 - ADVERTISING PRICING GUIDE

AD TYPE	ONE MONTH	QUARTERLY (4 ISSUE'S)	1/2 YEAR (6 ISSUE'S)	YEARLY (12 ISSUE'S)
COVER	\$655 *1/4 Pg. Editorial Included			
INSIDE FRONT <small>BACK COVER AND INSIDE BACK COVER --- SOLD OUT</small>	\$450/MONTH	\$1,700 OR \$425/MONTH	\$2,400 OR \$400/MONTH	\$4,500/YR OR \$375/MONTH
FULL PAGE	\$345/MONTH	\$1,280/YR OR \$320/MONTH	<del>\$1,700/YR OR \$295/MONTH</del> SOLD OUT	<del>\$3,240/YR OR \$270/MONTH</del> SOLD OUT
HALF PAGE	\$255/MONTH	\$920/YR OR \$230/MONTH	\$1,230/YR OR \$205/MONTH	<del>\$2,160/YR OR \$180/MONTH</del> SOLD OUT
QUARTER PAGE	\$220/MONTH	\$780/YR OR \$195/MONTH	\$1,020/YR OR \$170/MONTH	\$1,740/YR OR \$145/MONTH * HALF PRICE DIRECTORY AD * FREE LINK ON OUR WEBSITE
EIGHTH PAGE	\$185/MONTH	\$640/YR OR \$160/MONTH	\$810/YR OR \$135/MONTH	\$1,320/YR OR \$110/MONTH * HALF PRICE DIRECTORY AD
DIRECTORY				\$300/YR OR \$25/MONTH
LINE LISTING				\$125/YR MUST PRE-PAY

\*\*\* TO BE ADDED TO WAIT LIST FOR AVAILABILITY OF ANY SOLD OUT SIZES EMAIL : HORSESMAINENHADS@GMAIL.COM



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## 2026 ADVERTISING SIZING AND GUIDELINES

(w) = WIDE  
(t) = TALL/HEIGHT

**1/2 PAGE HORIZONTAL**  
10in (w) - 6.2in (t)

**FULL PAGE**  
10in (w) - 12.5in (t)

**1/4 PAGE VERTICAL**

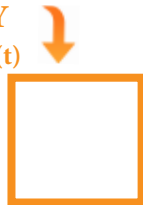
4.9in (w) - 6.2in (t)

**1/2 PAGE VERTICAL**  
4.9 in (w) - 12.5in (t)

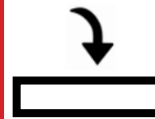
**1/4 PAGE - HORIZONTAL**  
10in (w) - 3in (t)

**1/8 PAGE HORIZONTAL**  
4.9in (w) - 3in (t)

**DIRECTORY**  
12in (w) - 1.8in (t)



**LINE LISTING**



**1/8 PAGE VERTICAL**

4.9in (w)  
- 6.2in (t)

The Horse's Maine & NH, LLC.

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### DEADLINE

Deadline is the 1st of the month prior, so December 2026 Edition content is due by November 1st 2026.

### RATES/TERMS

NEW advertiser's are required to PREPAY in fully by deadline. The Horse's Maine & NH reserves the right to remove any unpaid material at no loss or cost to us. Past due balance's must be paid up to date prior to placement of new material.

### CAMERA READY AD'S

All advertisement's must be submitted in high resolution (print quality), minimum of 3MB, sized correctly, sent as an attachment (not contained in the body of an email) and in one of the following formats: PDF, PDS, JPG, EPS, AI, TIFF or Vector

### GRAPHIC DESIGN

We now offer graphic design services. Estimates available upon request. Rates start at \$35 per job for simple ad design (logos, photos and information provided to us) and top out at \$55/hr for larger, more complex projects without original source files provided.

### LINE LISTING

Each business is listed alphabetically WITHOUT categories, black and white only. Limited to 5 lines of text only - NO Photo's. Line Listings run monthly, 12 times a year - no changes or edits.

### EXPANDED CALENDER LISTING

Want to include more information in your FREE calender of events listing? We now offer expanded listings at \$3/line - MUST BE PRE-PAID by deadline or they will not run.

### DIRECTORY AD'S

Businesses are listed alphabetically under category titles, black and white only. Directory ad's run monthly, 12 times a year. Changes or new layout's must be submitted by deadline or they will not change until the following month.

\* CUSTOM SIZES AND COMBINATION PACKAGES AVAILABLE UPON REQUEST. EMAIL : HORSESMAINENHADS@GMAIL.COM

\* PAYMENTS ARE DUE THE 1ST OF EACH MONTH FOR FOLLOWING (APRIL AD'S MUST BE PAID BY MARCH 1ST) - IF PAYMENTS ARE NOT RECEIVED IN FULL BY THE DEADLINE, THE AD WILL NOT RUN (ESTABLISHED ADVERTISERS WILL HAVE MORE FLEXIBLE TERMS).

\* MEMBERS OF AFFILIATED CLUB'S RECEIVE FREE COLOR UPGRADES, GRAPHIC DESIGN (WITH ONE PROOF/EDIT) AND DISCOUNTS.