

NEW MEXICO HORSE BREEDERS ASSOCIATION ADVERTISING RATES

Full Color Page.....	\$850
Full Color 1/2-Page.....	\$560
Full Color 1/4-Page.....	\$385
2-Color Full Page (Black w/spot color)	\$495
2-Color 1/2-Page (Black w/spot color)	\$375
2-Color 1/4-Page (Black w/spot color)	\$235
Black & White Full Page	\$445
Black & White 1/2-Page	\$265
Black & White 1/4-Page	\$175
Black & White 1/8-Page	\$120
Statistical Pages	\$875
Combo – Upfront w/ Statistical Page (250 overruns each page)	\$1,605
Single Classifieds.....	\$25
Double Classifieds	\$45
Photo Charges (each)	
Copyrighted Photos	\$25
Photo Retouch	\$50 minimum
	(plus \$50/hour for additional work)
Full Color Camera Ready Page	\$765
Any other size.....	15% Discount
Camera Ready Combo - Upfront w/ Statistical Page (250 overruns each page) ...	\$1,475
Call for additional overrun charges.	
Overrun Charges printed on 80 lb. Enamel Gloss	Per-Page
500	\$200
1,000.....	\$250
1,500.....	\$400
2,000.....	\$500
Prices increase if overruns are not requested by press date	

Payment Information

Prepayment is required for all new customers for the first three ads. Credit terms (Net 30) may be extended once a credit application has been received and approved. Advertising orders received without established accounts, or international accounts, must be accompanied by one of the following; check, Visa, MasterCard, Discover, or American Express. Payment must be received prior to ad materials deadline. Any accounts with balances older than 90 days, will not be able to advertise until the account is brought current.



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