

The Horseman is the largest independent harness racing magazine published in the U.S. and also the oldest, having been founded in 1877. The magazine publishes industry news and feature stories, along with detailed stakes results, sales results, sales analysis and statistical reports.



Weekend Preview is a "free subscription" PDF newsletter with embedded links. It is available for download from our website every Friday morning. It previews all the events on tap each weekend, from big races to sales to industry meetings and events. It includes stakes entries, post times, program downloads, videos, feature stories and more!



HarnessRacing.com is among the sport's most popular internet destinations. It features breaking news, post times, calendars, Season's Leaders and the Stallion Station. In addition, it contains a wealth of current racing and sale data in its free Racing Reports and Sale Reports sections.

PUBLISHED BIWEEKLY (EVERY OTHER WEEK)

PUBLISHED WEEKLY (FRIDAY MORNINGS)

UPDATED AROUND THE CLOCK!

BLACK & WHITE

ADVERTISING RATES (SPACE RATES)

SPACE	1X	6X	13X	26X
Spread	\$1,240	..\$1,180	...\$1,120	..\$1,060
One Page	620	...590	...560	...530
2/3 Page	490	...465	...445	...410
1/2 Page	400	...385	...365	...345
1/3 Page	285	...275	...265	...250
1/4 Page	225	...215	...205	...195
Exchange*	32	...30	...28	...26
Stallion Station	55	...52	...48	...NA

*Horseman Exchange rates are per column inch

COLOR RATES

(ADDITIONAL TO ABOVE)

SPACE	PROCESS 4-COLOR	PROCESS 2-COLOR	PMS COLOR*
Spread	\$1,270	...\$560	...\$740
One Page	635	...280	...370
2/3 Page	500	...225	...340
1/2 Page	370	...165	...320
1/3 Page	310	...145	...NA
1/4 Page	280	...125	...NA
Exchange	50	...20	...NA
Stallion Station	50	...20	...NA

*For single PMS; price is additional to 4-color if added as a 5th color

These rates do not include charges for advertising production or bleed.

BLEED PAGES 10% EXTRA ON SPACE AND COLOR (NO BLEED CHARGE ON 4-COLOR ADS)

"Blind Box" Mailing Service...\$5.00 Additional

ADVERTISING RATES (INCLUDES 4-COLOR)

SPACE	1X	6X	13X	26X
Full Page	\$575	...\$520	...\$470	...\$430
Half-Page	380	...340	...310	...285
Quarter-Page	285	...255	...235	...215
Single Banner	215	...195	...175	...160
Marketplace	30	...27	...25	...22
Email Sponsor	300	...270	...245	...225

AD DIMENSIONS

Full Page8 1/2" wide x 11" high (trim size)
Half-Page (Horiz.)7 3/4" wide x 5" high
Half-Page (Vert.)3 3/4" wide x 9 1/2" high
Quarter-Page (Horiz.)7 3/4" wide x 2 1/2" high
Quarter-Page (Vert.)3 3/4" wide x 4 3/4" high
Single Banner3 3/4" wide x 2 1/2" high
Marketplace3 3/4" wide x 1" high*
Email Sponsor	Horizontal, half-page or less, GIF

* Available only on Marketplace page

Ad Agencies: Please send ads for the Harness Racing Weekend Preview in high-resolution PDF files, with photos at 300 dpi. PDF pages are distilled in-house prior to publication.

AD POSITIONS, SIZES & MONTHLY RATES

FRONT PAGE (FIXED POSITION)

Banner description	Size (Pixels)	Monthly Rate
Top of page, leaderboard728 x 90	...\$1,800
Left of videos, square250 x 250	...1,200
Within videos, half-banner234 x 60	...800
Below videos, half-banner234 x 60	...600
Post time, sponsorship100 x 40	...500

ALL OTHER SITE PAGES (ROTATING)

Banner description	Size (Pixels)	Monthly Rate
Top of page, leaderboard728 x 90	...\$1,200
Left side, vertical banner120 x 240	...600
Right side, wide skyscraper160 x 600	...500

RACING & SALE RESULTS PAGES (FIXED POSITION) FOR INDIVIDUAL STALLION AND INDIVIDUAL SALE (YEARLY RATE)

Banner is displayed after user searches for stallion or sale	
Middle of page, leaderboard728 x 90 \$140

HARNESS RACING GUIDE POSITIONS

Category sponsorship, full banner468 x 60 Varies
Special listing	Text \$20

File format: GIF or JPG (72 dpi) or Flash animation/movie, maximum file size 30k. Our staff can prepare a professional and effective ad banner for you at prevailing rates.