



Appaloosa Journal Advertising Insertion Order

2720 W. Pullman Road • Moscow ID 83843-4024
(208) 882-5578 ext. 256 or 258 • (208) 882-8150 fax
advertising@appaloosajournal.com

Received by: _____
Date: _____

JOURNAL USE ONLY

Farm/Ranch/Business Name: _____

Responsible Party: _____

Address: _____

Phone: _____

Email: _____

Account/ApHC Member Number: _____

Issue(s) for ad to be placed in: _____

First-time Advertiser

New ad

Please design it for me

Camera-ready

Pick Up old ad without changes

Issue _____

Page _____

Pick Up old ad with changes

Issue _____

Page _____

Color

Black and White

Ad Size:

Two-Page Spread

Full Page

2/3 Page

1/2 Page

1/3 Page

1/4 Page

1/6 Page

1/12 Page

Stallion Avenue

Sale Ring

Horseman's Directory

Inside Front Cover

Inside Back Cover

Back Cover

Special instructions: _____

General Policy

Advertising insertion orders, contracts and materials are subject to approval by the publisher.

A 25% cancellation charge will be assessed to those not providing materials or canceling the ad in writing before the 25th of the month, two months prior to the publication date.

A 10% late fee may be assessed for failure to provide ad materials by the materials deadline (see below).

Ad copy must be submitted in typewritten form or legible handwriting. No verbal instructions are accepted.

Payment

Full payment must accompany ad materials for first-time advertisers, all Classified ads and Horseman's Directory ads. For repeat and contract advertisers, billing is issued within 20 days of the publication date. Payment in U.S. dollars is due on the 25th of the month of the billing date.

Checks, money orders, Visa and MasterCard are accepted. Failure to provide full payment within 90 days will result in suspension from the Appaloosa Horse Club during which no advertising or club-related work can be processed.

Discounts and Fees

Advertising agencies and customers submitting camera-ready art will receive a 15% discount.

Advertisers may request a specific page or location for an additional 20% of the space charge. Restrictions apply.

Additional discounts and advertising incentives are available for repeat ads, multiple page advertising, frequency contracts and advertising specials. Contact the Advertising Department at (208) 882-5578 ext. 256 or 258 for details.

Deadlines

Space reservations are the 15th of the month, two months prior to an issue's release date. Materials are due by the 20th of the month, two months prior to the issue's release date. Camera-ready ads are due by the 25th of the month, two months prior to the issue's release date.

Signature: _____ Date: _____

In signing this document, I hereby certify that I have reserved the advertising space described above and I accept and understand all policies and terms associated with this order and guarantee full payment.