



WESTERN SADDLE CLUBS ASSOCIATION, INC.

# Advertising Rates

## Spotlight Advertising Rates:

Full page ad (7"x10") ..... \$75

Half page ad (7"x4.9") ..... \$55

Quarter page ad (3.4"x4.9") ..... \$29

Eighth page ad (3.4"x2.4") ..... \$19

Cover & half page ad on page 1 ..... \$149\*

Full color, no shows, \*call for availability

**Limited full color – full page ad price plus an additional \$95\*** \* Call for availability

**Ad Deadline: First of the month prior to publication**

- Call for information on long-term advertising contracts
- All ads must be camera ready and of acceptable quality.
- Additional graphic design services are available. Call for pricing.
- Pre-payment is required, unless credit is established with Herald Journal Publishing. Call for details.

## Spotlight SALE BARN Advertising Rate:

up to 40 words ..... \$6

- 20¢ for each additional word
- Classifieds must be pre-paid and handwritten ads must be legible
- Deadline is the first of the month prior to publication

NOTE: The code in the lower right corner of each sale barn ad indicates the LAST issue the ad will run in (month-year)

**Web Advertising on [www.wsca.org](http://www.wsca.org):** Call for pricing

Web ad (Home Page 120x90 / On Deck 400x90 or 250x200)

Ad copy can change one time per month

Must have corresponding ad purchase in the spotlight **No exclusivity**

**10% discount for yearly contract**

\*For an additional \$10 you can post an online showbill, must have corresponding ad purchased in the spotlight



**To advertise in the WSCA Spotlight or online contact:**



**Randy Heuer**

(320) 485-2535 (metro)

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E-mail: [wsca@heraldjournal.com](mailto:wsca@heraldjournal.com)

Herald Journal Publishing

Attn: WSCA

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