



Advertising Rates

Premium Ad Spaces (all Full Pages)

Front Cover = \$550/issue

Back Cover = \$495/issue

Inside Front Cover = \$425/issue

Inside Back Cover = \$425/issue

Full Page	Half Page	Quarter Page
1 issue = \$375/issue	1 issue= \$275/issue	1 issue= \$150/issue
2 issues= \$350/issue	2 issues= \$250/issue	2 issues= \$150/issue
3 issues= \$325/issue	3 issues= \$225/issue	3 issues= \$125/issue
4 issues= \$325/issue	4 issues= \$225/issue	4 issues= \$125/issue
5 issues= \$325/issue	5 issues= \$225/issue	5 issues= \$125/issue
6 issues= \$295/issue	6 issues= \$200/issue	6 issues= \$125/issue

Business Card Ads

All business card ads will be a cost of \$50 per issue or \$250 for the year.

Advertising for Charities: In order to help our local charities publicize their organizations and events, Lowcountry Horse Sports is offering recognized 501 C (3) charities a discount of 15% off our advertising rate! The discounted rates apply to regular advertising only. Premium ad space positions, business card ads and classified ads are not eligible for this discount.

Classified Ad Rates

Classified, non-photo ads are \$25 (limit 60 words/ad). If more space is needed, you may purchase multiple spaces.

Classified photo ads are \$45/ad (limit 45 words)

We prefer to receive electronic files in pdf or jpg format. If you do not have your business card in electronic format, you may scan us your business card at 300 dpi and e-mail it, if you have a good scanner. If scanning is not an option, please mail your card to us.

Ad Size	Width	Height
Full Page	7.500"	10.00"
½ Page	7.500"	4.875"
¼ Page	3.625"	4.875"
Business Card	3.625"	2.312"

Actual Trim Size = 8.5" x 11"

AD FORMATS

We prefer your ads to be in electronic format, submitted either on disk or via e-mail (betsy@lowcountryhorsesports.com) Electronic formats that we accept include TIF, JPG, and PDF (PDF is the preferred format). Please be sure that all files are a minimum of 300 dpi at the size they will print and that all fonts are embedded. Please be sure that you submit your color ads in CMYK mode.

We ask that you please give your ad a distinctive name and NOT call it "Lowcountry Horse Sports Ad". Please put the name of your business on the file.

Ad Payments

All payments must be made in advance for all one-time issue and classified ads. The multiple issue rate is available only to advertisers in good standing, who have a signed ad contract on file with us. Advertisers under contract must pay in advance for their first ad and will be billed for their future ads. All other advertisers must pay before inclusion in the issue. All multi-issue contracts must be completed within 12 months. **Please make checks out to Sovan Hill with LHS in the memo section of the check. Mail payments to LHS, 4 Cottingham Road, Bluffton, SC 29910 - Thank You.**

Terms & Conditions

All payments must be made in advance for one-time issue and classified ads.

The multiple issue rate is available only to those who have a signed ad contract on file, with us. The multiple issue rate is available only to advertisers with accounts in good standing. All accounts that are past due will revert to the one issue rate - no exceptions. All advertisers under contract must pay for their first ad in advance and then they will be billed prior to the deadline for all future ads.

All other advertisers must pay at the time their ad is submitted. We will not include any ads for which the previous issue's bill has not been paid - no exceptions. All contracts must be completed within 12 months. Though we will make every effort, we cannot guarantee inclusion of ads or ad changes that we receive after the deadline.



Advertising Contract

Date: _____

Business: _____

Contract Length (number of issues):

Contact Person: _____

☐ 1 issue ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 issues

Address: _____

Ad Rate: _____

Ad Rep: _____

Phone: _____

E-mail: _____

Ad Type/Size

- ☐ Color
- ☐ Black & White
- ☐ Full Page
- ☐ 1/2 Page
- ☐ 1/4 Page
- ☐ Business Card
- ☐ Front Cover
- ☐ Back Cover
- ☐ Inside Front Cover
- ☐ Inside Back Cover

Payment

Payment is due in advance for all one-time ads. Those with a multiple issue contract must pay for the first ad in advance & will be billed for future ads. Payment is due at the deadline. Accounts that are past due will revert to the one issue rate.

Please make checks out to Sovan Hill with LHS in the memo section of the check and mail to address below.

Multi-issue Ad Changes

Let us know as soon as possible if you would like to run different ads to fulfill a multiple issue contract. Be sure to submit any new copy or changes to an existing ad by the deadline of the issue, in which your ad will run. Remember, we cannot guarantee inclusion of ad changes that arrive after the deadline.

I agree to place my advertisement in Lowcountry Horse Sports for the number of issues specified above and to pay for the advertisement at the agreed rate of _____ per issue. I understand that full payment is due for all one time ads and that I will receive a bill for future ads, when they run. I understand that I must complete this ad contract within 12 months and that I will pay an early exit penalty if I terminate this agreement prior to the contract fulfillment. The early exit penalty will be \$20 plus half of the remaining agreement balance. I understand that my ad will revert to the one issue rate if I do not pay my bill within 5 days of the magazine publication.

I represent that the advertisements I submit are factually correct and I have full rights to use the information and material provided to Lowcountry Horse Sports. I further agree to hold the Publisher harmless for any misrepresentation, misunderstanding, or harm arising from my ad.

Sign _____

Date _____

Print Name _____

Lowcountry Horse Sports
4 Cottingham Road, Bluffton, SC 29910
betsy@lowcountryhorsesports.com (843) 568-1244