



PENNSYLVANIA THOROUGHBRED HORSEMEN'S ASSOCIATION NEWSLETTER

Advertising Rate Card

The PTHA News is a four-color, 12+ page newsletter sponsored by the Pennsylvania Thoroughbred Horsemen's Association.

Published six times a year, the glossy, 8 ½" x 11" magazine-style newsletter is mailed to over 3,250 owners, trainers and breeders, and includes informative articles on industry news, important legislative changes affecting the racing industry, local features, the latest on Turning for Home (the racehorse retirement program), and much more.

Advertising rates are as follows, with a 20% discount offered when space is reserved for two or more consecutive issues. The same rates apply whether for color or black and white ads.*

| | |
|---------------------|--------------|
| FULL PAGE: | \$500 |
| Size 7 ¾" x 10 1/8" | |

| | |
|-------------------|--------------|
| HALF PAGE: | \$300 |
| Size 7 ¾" x 5" | |

| | |
|----------------------|--------------|
| QUARTER PAGE: | \$200 |
| Size 3 ¾" x 5" | |

| | |
|-----------------------|--------------|
| BUSINESS CARD: | \$ 85 |
| Size 3 ½" x 2" | |

*Ads must be submitted in high-resolution PDF files. Additional fee for design work is available at a minimum of one hour at \$65/hour.

For further information or space reservations, please call Marketing & Publicity Director Nikki Sherman at 215-808-7561 or email nsherman@patha.org.