



# PENNSYLVANIA THOROUGHBRED HORSEMEN'S ASSOCIATION NEWSLETTER

## Advertising Rate Card

The PTHA News is a four-color, sixteen- to twenty-page newsletter created and sponsored by the Pennsylvania Thoroughbred Horsemen's Association.

Published quarterly, the glossy, 8 1/2" x 11" magazine-style newsletter is mailed to approximately 3,000 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 listed below, with a 20% discount offered when space is reserved for two or more consecutive issues, or a 30% discount for a full year reserved in advance (4 consecutive issues). The same rates apply whether for color or black and white ads.\*

<b>FULL PAGE:</b> Size 8.5"w x 11"	<b>\$500</b>	<b>QUARTER PAGE:</b> Size 2.75"w x 4.25"	<b>\$200</b>
<b>HALF PAGE:</b> Size 8.5"w x 5.5"	<b>\$300</b>	<b>BUSINESS CARD:</b> Size 2"w x 3.5"	<b>\$ 85</b>

\*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 215-638-3444 or email [nsherman@patha.org](mailto:nsherman@patha.org).**

