



Prancing Horse & Annual Experience | advertising



PRANCING HORSE is the quarterly magazine of the Ferrari Club of America. It provides a wide variety of Ferrari-related features to a worldwide audience. Issues typically include articles on the history of significant Ferraris, Ferrari meets and social events, technical articles, book reviews, and interviews with Ferrari collectors and dealers. Each issue is designed and illustrated to the highest graphic standards.

RATES *Prancing Horse*

	1x	2x	3x	4x
back cover	\$1529	1450	1375	1300
inside back cover	1200	1140	1080	1020
full page	800	760	720	680
half page	535	510	480	455
quarter page	325	310	295	275

RATES *FCA Annual Meet program*

	1x
back cover	<i>sponsor</i>
inside back cover	<i>sponsor</i>
inside front cover	750
full page	500
half page	350
quarter page	200

SPECIFICATIONS *both*

	width	height
full page, <i>trim size</i>	8.5IN	11IN
full page, <i>bleed size</i>	8.75IN	11.25IN
full page/NON-BLEED, <i>live image area</i>	7.5IN	9.75IN
half page/HORIZONTAL, <i>live image area</i>	7.5IN	4.75IN
half page/VERTICAL, <i>live image area</i>	3.625IN	9.75IN
quarter page, <i>live image area</i>	3.625IN	4.75IN

CALENDAR *Prancing Horse*

issue	commitment	ads due	full close	mailing
first quarter	Dec 1	Dec 15	Jan 1	Feb 15
second quarter	Mar 1	Mar 15	Apr 1	May 15
third quarter	Jun 1	Jun 15	Jul 1	Aug 15
fourth quarter	Sep 1	Sep 15	Oct 1	Nov 15

CONTACTS *both*

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REQUIREMENTS

Ad submissions should be transferred electronically via email or public servers. Files should be sized accurately, created at a minimum of 350PPI, and saved as a flattened high-res .pdf or .tif file. Please contact us with any questions or alternative methods prior to submission. Ads arriving in an alternate size will either be modified to fit, or rejected.

DISCOUNTS

To earn frequency discounts, ads must run within a four issue period. Advertisers who fail to run the number of ads on which their bills were based will be short-rated and billed to the next highest rate actually earned. It's not necessary to run the same ad in each issue to earn frequency discounts. Copy changes are permitted. Multiple advertisements in the same issue do not count toward discounts.

REGULATIONS

Cancellations can't be accepted after closing dates. The publisher reserves the right, at his sole discretion, to accept or reject any advertising copy which may be deemed objectionable.

RESPONSIBILITY

The advertiser assumes all responsibility for the entire content of any advertisement published for him in PRANCING HORSE and assumes responsibility for any claims or cost of litigation arising therefrom. All agreements are subject to strike, accidents, fire, acts of God, of other contingencies beyond the publisher's control. When no change of copy is received by the closing date, copy run previously will be used.