

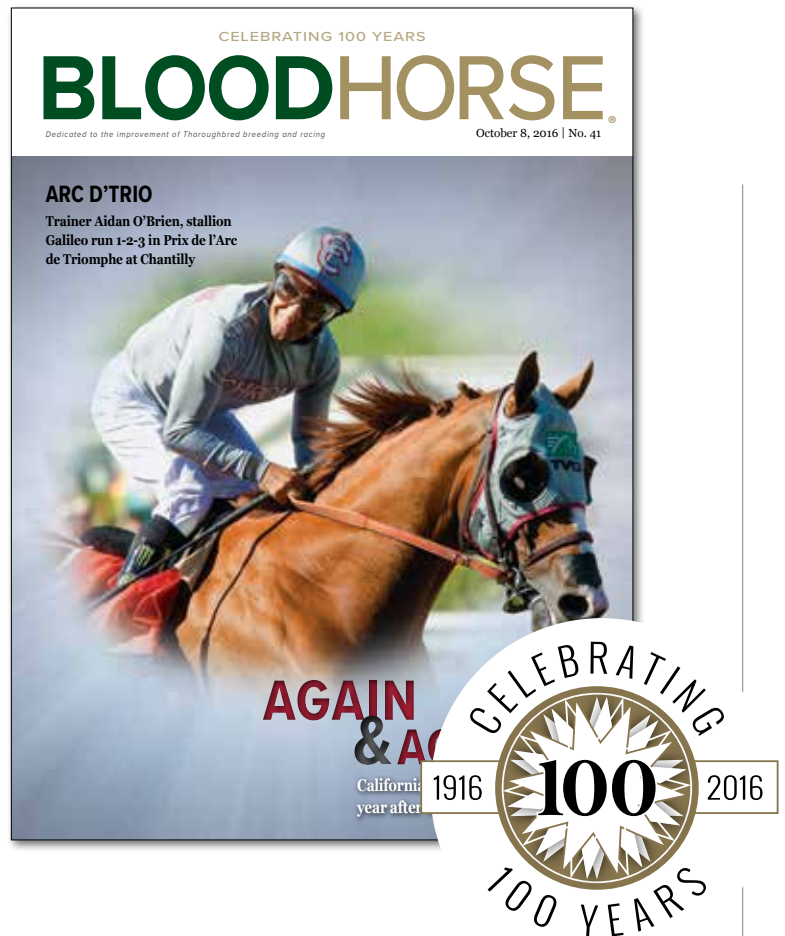


2017 MEDIA KIT

BLOODHORSE

2017 MEDIA KIT

BloodHorse is jointly owned by The Jockey Club Information Systems, Inc. and TOBA Media Properties, Inc., which are subsidiaries of The Jockey Club and the Thoroughbred Owners and Breeders Association, respectively. For 100 years, our mission has remained the same: to serve the equine owner and breeder with integrity and improve Thoroughbred breeding and racing.



BLOODHORSE

TESTIMONIALS



“BloodHorse Daily covers a range of important topics I can’t find elsewhere, with concise analysis by the industry’s best writers. Add to that their clean, uncluttered format and it is also a joy to keep track of the news throughout the day. Bravo BloodHorse!”

Suzi Shoemaker – Lantern Hill Farm

“BloodHorse Daily is a modern version and a precise snapshot of racing’s daily events published in the legendary manner of the BloodHorse – timely, accurate and objective.”

Ted Bassett



“BloodHorse Daily is the most efficient investment of my time in keeping up with objective reporting of racing and breeding news.”

Ric Waldman

“I’m at the track and on my first horse by 6am, and I’m not done until the last horse is put to bed at 7pm on the farm. BloodHorse is a must for me to stay current with industry news.”

John LeBlanc Jr. – LeBlanc Racing Stable



“BloodHorse and BloodHorse.com have always been required reading in the Jones house. Now, the BloodHorse Daily App is a fantastic resource for getting the day’s most important news even more efficiently on my phone. Swiping left to find articles of interest couldn’t be easier, and the daily race replays are an absolute, every day staple for us. We’re big fans here at Airdrie!”

Bret Jones – Airdrie Stud

PILLARS

BLOODHORSE MAGAZINE AND TABLET

Founded in 1916, BloodHorse is the Thoroughbred industry's oldest continuously published magazine. Racing and breeding news, comprehensive analysis, events, trends, debate, pedigrees, people profiles, medication and equine health issues, investigative reports, and more.

The Tablet edition offers readers a truly engaging multimedia experience featuring exclusive editorial content, photography, and video allowing the advertiser to bring their product or service to life for consumers.

BLOODHORSE DAILY APP & PDF

A mobile phone app as well as a PDF edition, designed for Thoroughbred professionals with fresh insider-content and includes a recap of the day and a look at tomorrow.

BLOODHORSE.COM

An extension of BloodHorse brand, is the Thoroughbred industry's leading online resource with wide-ranging and fast-breaking industry news and information.

BLOODHORSE STALLION REGISTER

The No. 1 product with access to all the top stallions in the world.

BLOODHORSE SOURCE

A Thoroughbred farm, service and product directory.



KEENELAND MAGAZINE

Celebrates bluegrass traditions and world class Thoroughbred racing and breeding.

OFFICIAL BREEDERS' CUP MAGAZINE

The official commemorative magazine of the Breeders' Cup World Championships to be held in Del Mar, California on November 3 & 4, 2017.

AUCTION EDGE

BloodHorse Auction Edge is an exclusive collection of racing and sales histories through a sale horse's second dam. There's no other sales guide like it.

TRUENICKS

Developed by BloodHorse LLC in partnership with Pedigree Consultants, LLC., the TrueNicks system measures the true opportunity of sire and broodmare sire crosses. TrueNicks offers stallion subscriptions as well as individual nicking reports.

READER AUDIENCE PROFILE



For 100 years, readers have strongly identified with *BloodHorse* for one simple reason: It's the best source of "what's happening" in the industry. The *BloodHorse* offers comprehensive and broad-ranging coverage in the ever-changing world of Thoroughbred racing and breeding. As the primary magazine that Thoroughbred **industry leaders** turn to for in-depth news, information, and unparalleled analysis, *BloodHorse* speaks to its audience with a unique and trusted voice that combines critical authority with award-winning editorial and photography.

METRICS

BLOODHORSE MAGAZINE

14,600 circulation

BLOODHORSE WEBSITE

1.12 million users (June '16)

STALLION REGISTER ONLINE

61,100 users (June '16)

DAILY PDF

19,308 subscribers

DAILY APP

8,643 downloads

FACEBOOK

110,020 likes

TWITTER

44,546 followers

INSTAGRAM

21,793 followers

*As of June 30, 2016

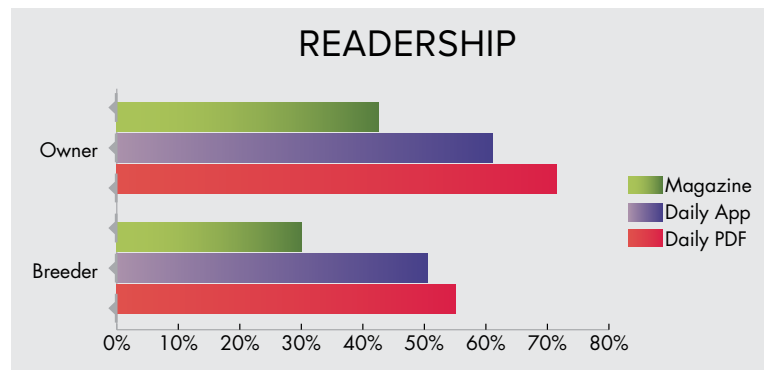
Subscribers to *BloodHorse* are well-educated, **highly hands-on professionals whose affluence stems from their success in life and business**. They are passionate about the Thoroughbred industry. They demand "the best," and insist on staying on top of the game. Readers are driven, wielding the authority to make the decisions that matter most to advertisers in this multi-billion dollar industry. *BloodHorse* is a smart target for advertisers of products related to the equine world, or anyone interested in reaching a distinct and lucrative demographic that only *BloodHorse* can deliver. For reach, audience, involvement, and buying power, The *BloodHorse* has no rival.

When you advertise in *BloodHorse*, your message reaches thousands of **owners, breeders, trainers, enthusiasts** and is the only publication that reaches every member of the Thoroughbred Owners and Breeders Association (TOBA) – representing the most influential and key decision-makers of the Thoroughbred industry.

Each year *BloodHorse* subscribers spend millions of dollars on Thoroughbred stock as well as products and services, including feed and grain, nutritional supplements, hoof care products,

equipment, pharmaceuticals and much more.

When investing your advertising dollars, remember that only one weekly Thoroughbred racing magazine delivers **the largest circulation of industry professionals and the most targeted audience: *BloodHorse***.



Current subscribers and metrics available upon request.

BLOODHORSE

MEDIA CHANNELS

Continuous engagement with your targeted audience through multiple media channels



BLOODHORSE

READER ENGAGEMENT

Our subscribers are highly engaged with all of the content in the magazine

Please tell us how often you read the following sections in *Blood-Horse**

	NEVER	SOMETIMES	OFTEN	ALWAYS
The Wire - Names in the News	2.26%	20.68%	33.08%	43.98%
What's Going on Here - editorial	1.49%	20.48%	31.10%	46.93%
Stallion News	2.63%	15.38%	32.46%	49.53%
Sire Lists	3.59%	22.12%	28.54%	45.75%
Features	0.56%	5.96%	33.52%	59.96%
Racing Recaps	1.69%	12.73%	33.15%	52.43%
Regional Features	2.27%	31.57%	36.86%	29.30%
HealthZone	13.33%	36.76%	26.67%	23.24%
Winners Circle	1.51%	19.59%	35.22%	43.69%
Classifieds	21.88%	41.84%	18.23%	18.04%
100 Year Features	4.55%	22.20%	30.55%	42.69%
Derby Dozen	2.04%	8.36%	20.82%	68.77%

*Results from independent survey of *BloodHorse* magazine subscribers conducted 3/2016

BLOODHORSE IS WEEKLY



BLOODHORSE MAGAZINE 2017 SCHEDULE

VOLUME	DATE
BH Vol 1	Jan 7
BH Vol 2	Jan 14
BH Vol 3	Jan 21
BH Vol 4	Jan 28
BH Vol 5	Feb 4
BH Vol 6	Feb 11
BH Vol 7	Feb 18
BH Vol 8	Feb 25
BH Vol 9	Mar 4
BH Vol 10	Mar 11
BH Vol 11	Mar 18
BH Vol 12	Mar 25
BH Vol 13	Apr 1
BH Vol 14	Apr 8
BH Vol 15	Apr 15
BH Vol 16	Apr 22
BH Vol 17	Apr 29
BH Vol 18	May 6

VOLUME	DATE
BH Vol 19	May 13
BH Vol 20	May 20
BH Vol 21	May 27
BH Vol 22	Jun 3
BH Vol 23	Jun 10
BH Vol 24	Jun 17
BH Vol 25	Jun 24
BH Vol 26	Jul 1
BH Vol 27	Jul 8
BH Vol 28	Jul 15
BH Vol 29	Jul 22
BH Source is Vol 30	Jul 1
BH Vol 31	Jul 29
BH Vol 32	Aug 5
BH Vol 33	Aug 12
BH Vol 34	Aug 19
BH Vol 35	Aug 26
BH Vol 36	Sep 2

VOLUME	DATE
BH Vol 37	Sep 9
BH Vol 38	Sep 16
BH Vol 39	Sep 23
BH Vol 40	Sep 30
BH Vol 41	Oct 7
BH Vol 42	Oct 14
BH Vol 43	Oct 21
BH Vol 44	Oct 28
BH Vol 45	Nov 4
BH Vol 46	Nov 11
BH Vol 47	Nov 18
BH Vol 48	Nov 25
BH Vol 49	Dec 2
BH Vol 50	Dec 9
Stallion Register is Vol 51	Dec 8*
BH Vol 52	Dec 16
BH Vol 53 (combined issue 12/23&12/30)	Dec 23

*Ships

BLOODHORSE

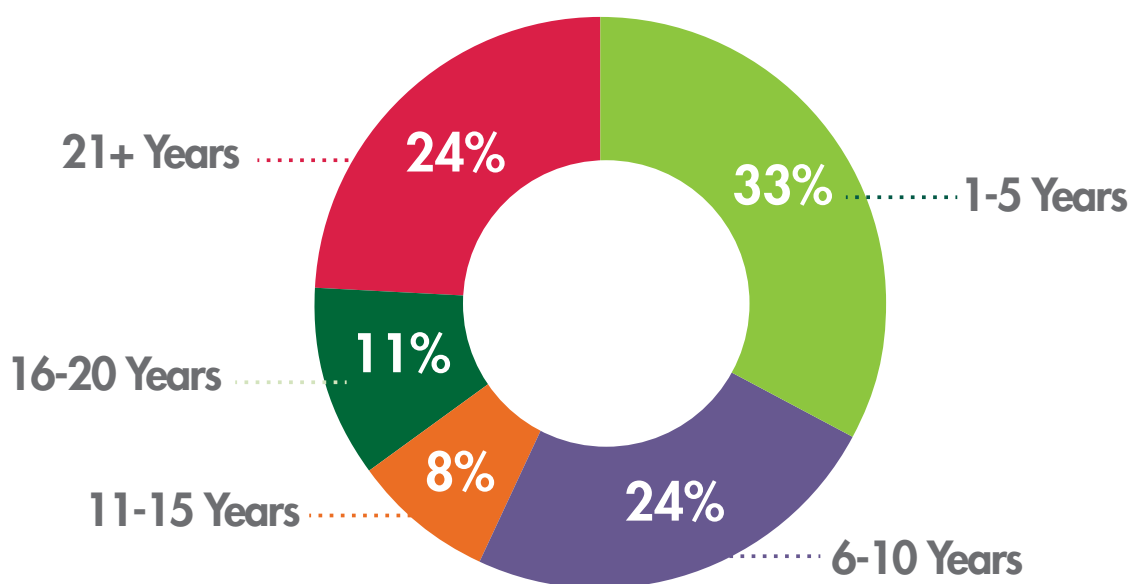
PUBLICATION COMPARISON

Our subscribers believe we are superior to other industry publications

Please tell us how you feel the coverage of each of these topics in *BloodHorse* compares to other Thoroughbred industry publications*

	No Opinion	Much Worse (-3)	(-2)	(-1)	About the Same	Better
Equine Healthcare	32.56%	0.58%	0.39%	3.47%	21.00%	42.00%
News	18.73%	0.39%	0.58%	3.47%	12.93%	63.91%
Breeding News	21.43%	0.39%	0.39%	2.90%	9.46%	65.45%
Industry Analysis	24.08%	0.19%	0.19%	1.94%	15.53%	58.06%
Farm/Individual Profiles	25.43%	0.39%	0.39%	2.12%	16.38%	55.30%
Sales Analysis	26.54%	0.19%	0.38%	1.15%	12.31%	59.43%
Detailed Pedigrees of Stakes Winners	20.08%	0.38%	0.00%	0.76%	6.69%	72.09%
Dates of Races, Closing Dates, Etc.	26.87%	0.38%	0.58%	2.88%	17.66%	51.63%

Not only are our subscribers loyal, but we continue to add new subscribers*



*Results from independent survey of *BloodHorse* magazine subscribers conducted 3/2016

2017 CONTENT CALENDAR



JANUARY

Leading Sires ▪ Keeneland Sale ▪ Eclipse Awards ▪ Triple Crown coverage begins ▪ MarketWatch ▪ HealthZone

FEBRUARY

Road to the Kentucky Derby heats up ▪ OBS Mixed Sale ▪ Fasig Tipton KY Mixed Sale ▪ Two-Year Old Sales Preview ▪ MarketWatch ▪ HealthZone

MARCH

Kentucky Derby trail continues ▪ AAEP Wrap-up ▪ MarketWatch ▪ HealthZone

APRIL

Triple Crown Preview ▪ Arkansas Derby ▪ Florida Derby ▪ Santa Anita Derby ▪ Dubai World Cup coverage ▪ MarketWatch ▪ HealthZone

MAY

Kentucky Derby and Preakness Stakes coverage ▪ MarketWatch ▪ HealthZone

JUNE

Final leg of the Triple Crown – Belmont Stakes coverage ▪ Breeders' Cup "Win and You're In" racing takes off ▪ Summer Yearling Sales Preview ▪ MarketWatch ▪ HealthZone

JULY

Royal Ascot coverage ▪ Fasig-Tipton July Sale ▪ Del Mar and Saratoga open

AUGUST

Hall of Fame coverage ▪ Saratoga and Del Mar stakes coverage including the Travers and Pacific Classic ▪ MarketWatch ▪ HealthZone

SEPTEMBER

Keeneland September Sales Preview and coverage ▪ Breeders' Cup final "Win and You're In" prep races ▪ MarketWatch ▪ HealthZone

OCTOBER

Keeneland ▪ Santa Anita and Belmont Park Breeders' Cup coverage ▪ Breeders' Cup Preview ▪ Fasig-Tipton October Sale ▪ MarketWatch ▪ HealthZone

NOVEMBER

Breeders' Cup World Thoroughbred Championships coverage from Los Angeles, California ▪ Preview and Results editions ▪ Fasig-Tipton and Keeneland November Sale coverage ▪ MarketWatch ▪ HealthZone

DECEMBER

New Sires for 2018 ▪ Year in Review ▪ Auctions Digest

Coverage subject to change.

DIGITAL

As the digital age advances, BloodHorse embraces each medium to provide readers with a variety of content available on the platforms they desire. BloodHorse's digital properties provide additional touch points for readers to connect with us.

TABLET EDITION

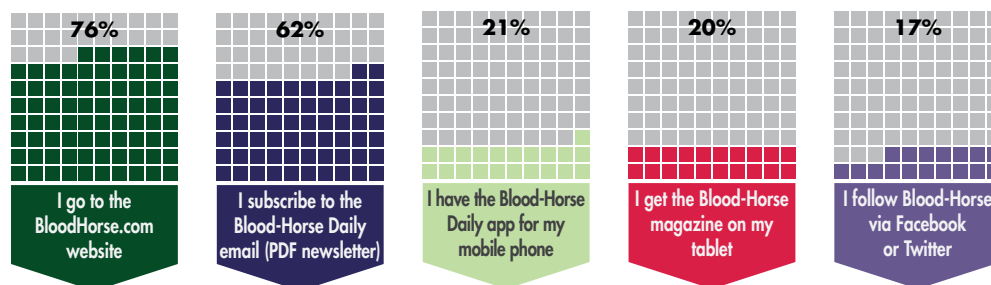
The Tablet edition of BloodHorse magazine offers readers a truly engaging multimedia experience with each issue. While it contains the news, features, and content found in the print edition, it also provides added enhancements such as videos, hi-res photography, slideshows, charts and other interactive elements – bringing the content of the publication to life.

BLOODHORSE.COM

BloodHorse.com is the Thoroughbred industry's leading online resource and is the home to wide-ranging and fast-breaking industry news and information, as well as race replays, original video program broadcasts, leading sire and breeder lists, regional news, industry blogs, longform editorial and other interactive content.

Each month, BloodHorse.com reaches thousands of loyal Thoroughbred owners, breeders, trainers, racing fans, horseplayers, and other industry professionals.

BloodHorse subscribers engage with our content in a number of digital formats as well, giving you the opportunity to reach them multiple times and in ways convenient to your customers.*



*Results from independent survey of BloodHorse magazine subscribers conducted 3/2016

BLOODHORSE DAILY

BloodHorse Daily provides the Thoroughbred professional daily news, analysis, race entries, and results. Available as a mobile application for both Apple and Android, and a PDF emailed to you in a daily newsletter, BloodHorse Daily provides a recap of the previous day and an all-important look at the day ahead.

Daily columnists and renowned contributors provide analysis and statistics of the information you need to know and think about. BloodHorse Daily will offer a concise, curated daily analysis of news and results

SOCIAL MEDIA

Sponsored social media content is one of the most popular and successful digital marketing methods used today. BloodHorse's active social media presence connects with our readers like never before, providing 175,700+ followers across Facebook, Twitter, Instagram, and YouTube.

TABLET EDITION

- A digital version of the BloodHorse is available via tablet
- Perfect for our International audience and Thoroughbred professionals on the go
- Offers readers a multimedia experience featuring exclusive editorial content, photography, and video allowing the advertiser to bring their product or service to life for consumers



ADVERTISING CREATIVE ENHANCEMENTS

Enlarge your reach and engage readers in a new way by adding a creative enhancement in the tablet edition of *BloodHorse* to your ad buy. Ask about adding one of the following:

- Video, either streamed or embedded
- Photo slideshow
- Cover overlay
- Additional full page ads
- Web enablement

BLOODHORSE DAILY

- Targets the Thoroughbred professional
- Fresh insider content, including analysis, a recap of the day's racing (including videos), breeding, and sales news, as well as an important look at the day ahead
- Available as a PDF emailed to you and mobile app, which is updated throughout the day
- The BloodHorse audience is on the move. Reach them everywhere they go with the BloodHorse Daily mobile app
- Free app download from Google Play or the Apple App Store
- Automatic updates in the app as news happens
- Video race replays
- Push notifications when breaking news occurs



BLOODHORSE DAILY METRICS

- 19,378 subscribers since launch
- 8,977 mobile app downloads
- Average of 95 new app downloads each week
- Average views per day
 - » PDF - 2,447
 - » Mobile app - 1,361

TESTIMONIALS



“I enjoy reading the Bloodhorse Daily newsletter each morning. It provides the pertinent information I need on industry news, as well as results and stakes entries in a clear and concise manner.”

Walker Hancock
Claiborne Farm



“I love the Daily. It is the most convenient way to stay informed about the day’s Thoroughbred headlines.”

Paul Reddam
Reddam Racing

“I look forward to my BloodHorse Daily. It is how I keep up with the latest news in the Thoroughbred business. The news is always very timely no matter whether it is concerning racing, breeding or the happenings at the sales. It is how I end my day every evening.”

Tom Early
President, Louisiana Thoroughbred Breeders Association



“I like the innovation and updates that the Blood Horse Daily has set forth. Being able to click on an advertisement that takes you right to a source with more details is invaluable.”

Craig Fravel
Breeders’ Cup President
& CEO

“The BloodHorse Daily is a fantastic way to stay current on Thoroughbred Racing and breeding news. I particularly like the BloodHorse Daily app. I can stay updated on the latest news anytime or anywhere.”

Tom Hinkle, Hinkle Farms

“The BloodHorse daily has quickly become part of my everyday routine. Great content, and I especially appreciate and look forward to the daily distribution at the various horse sales.”

Jack Brothers, Adena Springs

BLOODHORSE DAILY THROWBACK THURSDAY SPONSORSHIP

THROWBACK THURSDAY

THROWBACK THURSDAY

AN EVENTFUL NEWMARKET CLASSIC

By Tom Hall

Saturday marks the 208th running of the English Two Thousand Guineas (Eng-2) at the track on the Newmarket Heath, and this year's probable favorite is a Kentucky-bred son of War Front from the Ballydoyle Stable of Aidan O'Brien. Air Force Blue, bred whose paths first crossed at the 1978 Keeneland sales in Lexington, Ky. On a hot July Tuesday afternoon, Hip 218, a medium-sized bay Florida-bred son of In Reality—Tamerest, by Tim Tam, from the Mare Haven Farm consignment of Dr. William O. Reed, brought \$225,000 from H.L. Cottrell. During the evening session, Hip 311, a Kentucky-bred bay colt more. The smallish, blaze-faced son of Northern Dancer—Special, by Fort, went for \$1.3 million, then the second-high-estimated yearling on record.

The In Reality colt, named Known Fact, went to Prince Khalid Abdullah's judanmore Farms and trainer Jeremy Tree in England. The Northern Dancer colt landed with Stavros Niarchos and trainer Francois Boutin in France and was given the name Nureyev.

Two years later the pair lined up for the Two Thousand Guineas, the first of the English classics, where undefeated Nureyev was the favorite in the field of 13.

While the choices employed by Nureyev's jockey, Philippe Paquet, in a furious attempt to extricate himself from traffic and extend the colt's perfect record, resulted in him getting to the post a neck ahead of Known Fact, his tactics ultimately cost the colt the race. The severe interference suffered the two furlongs from the finish by third-place finisher Posse (owned and bred by American Ogden Mills Phipps, who

also bred and owned sand Guineas winner and disqualifying Nureyev) on the strength of winning performance.

Both European racing at stud in Kentucky. Known Fact starters (8.2%), and \$34.2 million.

Nureyev became stakes winners from progeny amassed earnings. ■■■



Known Fact was England's champion

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THURSDAY, APRIL 23

THROWBACK THURSDAY

CALUMET'S RICH CHURCHILL DOWNS HISTORY

By Tom Hall

The week's big grade 1 races presented a problem for Throwback Thursday, choosing between two races with 141 uninterrupted years of history.

On one hand is the Kentucky Oaks (gr. I), on the other, the Kentucky Derby (gr. I). The logical thing would be some kind of close connection between the two; therefore, the place to start would be Calumet Farm.

Established in the 1930s when Warren Wright converted his father's Standardbred facility to Thoroughbreds, Calumet has long been a fixture in the Louisville classics.

As owner and breeder, Calumet has more Oaks wins than any other with six. It leads Derby wins as owner, with eight, and as a breeder, with nine.

The farm's first Oaks win came in 1943 with Nellie L., a daughter of Stenheim II out of Nellie Flag. Calumet's first Derby entry who, coincidentally, started in the 1935 Derby as the favorite but finished fourth.

Calumet won again in 1949 with Wistful, a daughter of Sun Again—Easy Lass, who added the Pimlico Oaks and the Coaching Club American Oaks to become the first winner of the unofficial filly Triple Crown.

She produced Calumet's Gen. Duke, who would have been the favorite for the 1957 Derby if not for an injury the morning of the race. Calumet also won the 1949 Derby with Ponder.

Back-to-back Oaks winners by Calumet's Bull Lea—Blue Delight full sisters came in 1952 and 1953.

Real Delight took the 1952 running on her way to a second filly Triple Crown. As it was in 1949, Calumet also won the Derby, this time with Hill Gail. Still

a more parallel connection than direct, even though Real Delight is the third dam of Derby runner-up Alydar, Real Delight's sister Bubbley added a fourth

Oaks the following year.

Having produced two Oaks winners, Blue Delight scored the hat trick in 1956 when Real Delight's and Bubbley's half sister Princess Turia, by Heliopolis, won the 82nd running of the Kentucky Oaks.

Ridden by Bill Hartack, the chestnut filly with a thin blaze battled Claiborne Farm's Doubledogdare the last eighth-mile of the Churchill stretch, winning by the narrowest of noses.

Princess Turia's fourth foal was by Calumet stallion On-and-On, a Nasrullah half brother to Calumet's 1958 Derby winner Tim Tam. The bay colt with a blaze resembling his dam's was named Forward Pass.

In 1968, Forward Pass became Calumet's eighth Derby winner when he was awarded the 94th renewal on the disqualification of Dancer's Image.

This made Princess Turia the only Kentucky Oaks winner to produce a Kentucky Derby winner.

Calumet's sixth Oaks win came in 1979 with Davona Dale. ■■■



Princess Turia with Bill Hartack up after winning the Delaware Handicap in 1957

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THURSDAY, MAY 6, 2016

PAGE 1 OF 25

THROWBACK THURSDAY

CHAMPIONSHIP

Among those "Best Championship" silks of the historic years, made 25 stakes, earning \$2,515, 289

his first four starts in and two other

put Lure on the first Lure was good; in the three remain-

in Lure won twice, Breeders' Cup Mile at

two shy of perfect of a pitched battle

allowance and Classic and the Derby and Preak-

Traces followed,

before Lure completed a three-win streak with another Breeders' Cup Mile win at Santa Anita Park, joining Miesque as the second horse to win back-to-back editions of the race.

At year's end, Lure's record of six wins and two seconds from eight starts, with earnings of \$1,212,803, was pitted against Kotashan's six wins with two seconds in nine starts and \$1,984,100. With more grade Is and the Breeders' Cup Turf (gr. II) title, Kotashan not only was named champion turf male, but Horse of the Year.

Lure returned at 5 to win the ninth running of the Elkhorn Stakes (gr. III) at Keeneland, which this weekend holds its 31st renewal, to launch yet another successful year. However, his attempt to become a three-time winner of the Breeders' Cup Mile did not come to fruition, and he finished ninth, his only less-than-second finish in 18 turf starts.

Retired to stud at Claiborne, Lure was pensioned in 2004, having sired only 133 foals. His seven stakes winners included one that carries Lure's legacy into modern pedigrees.

Prix Morny (fr-I) winner Orpen, out of a Devil's Bag mare from the powerful female family of Ajmahmoud, carries three crosses of that blue Jay. Now at stud in France, Orpen has sired 101 stakes winners from 14 crops of racing age, 11 champions, and 14 grade/group winners. ■■■



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THURSDAY, APRIL 21, 2016

PAGE 14 OF 23

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- » Section runs once per week (52x a year).
- » Sponsor logo included in header of section.
- » Sponsor advertisement included at bottom of page.
- » Quarterly social media post promoting the section.

DURATION	COST PER WEEK
3 MONTHS	\$390
6 MONTHS	\$380
1 YEAR	\$360

BLOODHORSE DAILY

PEDIGREE ANALYSIS SPONSORSHIP

PEDIGREE ANALYSIS

BRIGHT FUTURES

The two models were content to offspring of careers. In the Classic (gr. II) Malibu Moon, an about \$2 (HK-I) at Sha T taken by Wert son of up-and-ing New Zeala Tavistock.

Bred in Ne Zealand by th Marchioness Tavistock's Bl bury Stud. T is by Montjeu the Quest for mare Upstage is a great-gra of Lady Tavist foundation m grade/group v captor Jupiter

Despite wh took excellea ous victories d and Walkato D furlongs, and t Werther, he Racing in Aust the 1 5/16-mile So Hong Kong he victory with a run at 1 1/4 m

There is sig side. His dam, land sire Zabe the second da

PEDIGREE ANALYSIS

FROM GREEN T

The ancient prac ten associated metals into gold. I sire line seemingly turning sprinting s

A son of Danzig, an Free Handicap on in the Two Th he exhibited better four of his group w

Of his 10 fully-fl males, only White H turf events in the U a mile—while eight furlongs. At stud, h proved to be distim

Green Desert's isphere stallion so and sprinters Oasi Cape Cross sire 12-furlong classic The Stars, and Gol Invincible Spirit's sembles his sire's, t Club (Fr-I) hero Law Oasis Dream ha a mile or more, am group/grade I wins and Mare Turf (gr. I Oaks (Eng-I); and P Thousand Guineas

Another fast sor at Invincible Spirit of sert Style, who took seven furlongs. Alth merical horse, he si including Prix Verm (Fr-I) winner Mandé Deutsches Derby (C the Irish and Frencl Desert Style's bes Boy, winner of eight Anne (Eng-I) Locking

PEDIGREE ANALYSIS

Brought to you by **TORA**

with Alan Porter

NYQUIST AND THE NASRULLAH HERITAGE

Over the past 60 years or so, few imported stallions were more important than Nasrullah.

Bred by the late Aga Khan, Nasrullah possessed an outstanding pedigree. By undefeated Nearco, his era's leading sire, he was out of Mumtaz Begum, a daughter of the famed "Flying Filly" Mumtaz Mahal.

Possessed of talent and temper in somewhat equal measure, Nasrullah was England's champion 2-year-old colt, even though narrowly beaten by the filly Ribbon in Newmarket's Middle Park Stakes.

A hard ride in that race appeared to sour him on both racing and on Newmarket, which was unfortunate given that all three legs of the English Triple Crown were run there in 1943 due to World War II.

Nasrullah pulled himself up after hitting the lead in the 2,000 Guineas, finishing fourth, and swerved his chance away in the Epsom Derby, crossing the line third. The wayward colt failed to stay in the St. Leger but found a measure of redemption in his farewell, winning the Champion Stakes.

At stud, Nasrullah, exceptional on both sides of the Atlantic, was leading U.S. sire five times. Looking at the pedigree of Nyquist, we find no less than 10 crosses of Nasrullah.

Three of these are through Bold Ruler and once through Secretariat. Nasrullah is also represented in Nyquist's pedigree by Horse of the Year Nashua (broodmare sire of Mr. Prospector), as well champion 2-year-old Never Bend; Horse of the Year Noor; and On-and-On, sire of Kentucky Derby winner Forward Pass and broodmare sire of Alydar. Some less familiar names such as Diplomat Way and Cockrullah are also by Nasrullah.



Nasrullah was leading U.S. sire five times

Nyquist also descends from Nasrullah in tail-male line. The rather unlikely channel is the ill-tempered Grey Sovereign, a good 2-year-old and sprinter and a three-quarter brother to Epsom Derby victor Nimbus.

Grey Sovereign became an exceptional sire. His line arrived in the U.S. via his grandson Caro (by sprinter Fortino II), who sired Winning Colors, the third filly to take the Derby.

The route from Caro to Nyquist continues through Poule d'Essai des Poulains (French Two Thousand Guineas, Fr-I) captor Siberian Express. ^{BH}

UNCLE MO. N. 2008	Indian Charlie, 1995	In Excess, 1987	Siberian Express
		Social Sighorn, 1989	Fortino
		Arch, 1985	Caro
		Arctic	Champion Band
		Playa Maya, 2000	Charm's Stoppers
		Dave Slopers, 1995	Charm Band
		Storm Cat, 1989	Fortino
		Forestry, 1996	Champion Colors
			Esperly
			Shared Interest, 1988
			Mr. Prospector
			Caro's Fridge
			Caro's Fridge
			Fortnight Scholar, 1985
			Induction

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WEDNESDAY, MAY 11, 2016

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1 YEAR	\$360

BLOODHORSE DAILY

INDUSTRY ANALYSIS SPONSORSHIP

INDUSTRY ANALYSIS

REPORT'S T

Statistics rel... Control Bo... racing and br... in many othe... the industry is... The number... and starts (30,4... down 21.8% an... up from 2014... ers increased 5... Unsurpris... per race at ea... tracks was les... for each track... PGCB benchm... Parx Racing... at 7.94, up fro... over a five-yea... averaged 7.56... previous year... track between... average field s... 2014 but well b... As for Thor... the report trad... The estimated... foals stood at... in 2010. The m... receiving awar... Fund last year... "The numb... has declined o... follows a simil... of the country... industry is a d... tural economy... income to farm... preservation o... Economic d... space, and job... Pennsylvania f... Gaming Act of

BLOOD-HORSE DAILY

INDUSTRY ANALYSIS

SYNTHETIC SUR

It was no surpris... Racing Associati... said May 3 it wou... budget expense of... synthetic surface... social media was i... Such has been... surface was used f... Turfway Park in 20... spite some ups an... mains in place, pr... racing facility exte... Elsewhere in N... America four othe... synthetic tracks re... in use: Golden Gat... Fields in California... lington Park in Illi... Presque Isle Down... in Pennsylvania, at... Woodbine in Onta... Criticism of syn... thetic surfaces larg... stemmed from pr... inent racing writ... and handicappers... didn't like the swit... and the way they... changed the dyna... of how races in the... dirt-obsessed U.S... The industry, fo... backed away from... ifornia Horse Rac... to mandate their i... 2006 provided the... that began with g... stroyed by politici... Based on repor... several tracks fac... pari-mutuel handl... tantly, from the pe

BLOOD-HORSE DAILY

INDUSTRY ANALYSIS

Brought to you by **TOBA**

with Tom LaMarra

NEW LIFE FOR OLD HILLTOP?

At about this time last year The Stronach Group, which owns Pimlico Race Course and Laurel Park, floated a rather heavy trial balloon when the company revealed it was looking at moving the Preakness (gr. I) from Old Hilltop to Laurel, which is undergoing extensive renovations.

It's not that the Maryland Jockey Club doesn't like Pimlico or respect its history; it's more about the massive and rather expensive rebuilding project needed to make Pimlico more inviting and increase Preakness revenue via upscale amenities the track currently can't offer.

The relocation idea immediately generated commentary and debate. The Preakness is highly treasured by Baltimore, and Maryland lawmakers are keenly aware of that.

The dialogue was also the impetus for the state to look more closely at Pimlico via the Maryland Stadium Authority, which counts among its projects Camden Yards, home of Major League Baseball's Baltimore Orioles. It was an interesting development because one of the authority's



Interior limitations at Pimlico have been alleviated with a growing stable of infield VIP tents

You look after your horses. We look after you.

TOBA
Thoroughbred Owners & Breeders Association
www.toba.org
(859) 276-2291

BLOOD-HORSE DAILY Download the FREE smartphone app THURSDAY, MAY 12, 2016 PAGE 1 OF 16

- » Sponsorship of Industry Analysis section in the BloodHorse Daily PDF.
- » Section runs once per week (52x a year).
- » Sponsor logo included in header of section.
- » Sponsor advertisement included at bottom of page.
- » Quarterly social media post promoting the section.

DURATION	COST PER WEEK
3 MONTHS	\$390
6 MONTHS	\$380
1 YEAR	\$360

BLOODHORSE.COM

- The Thoroughbred industry's #1 online resource
- Wide-ranging and fast-breaking industry news and information
- Sire lists updated daily

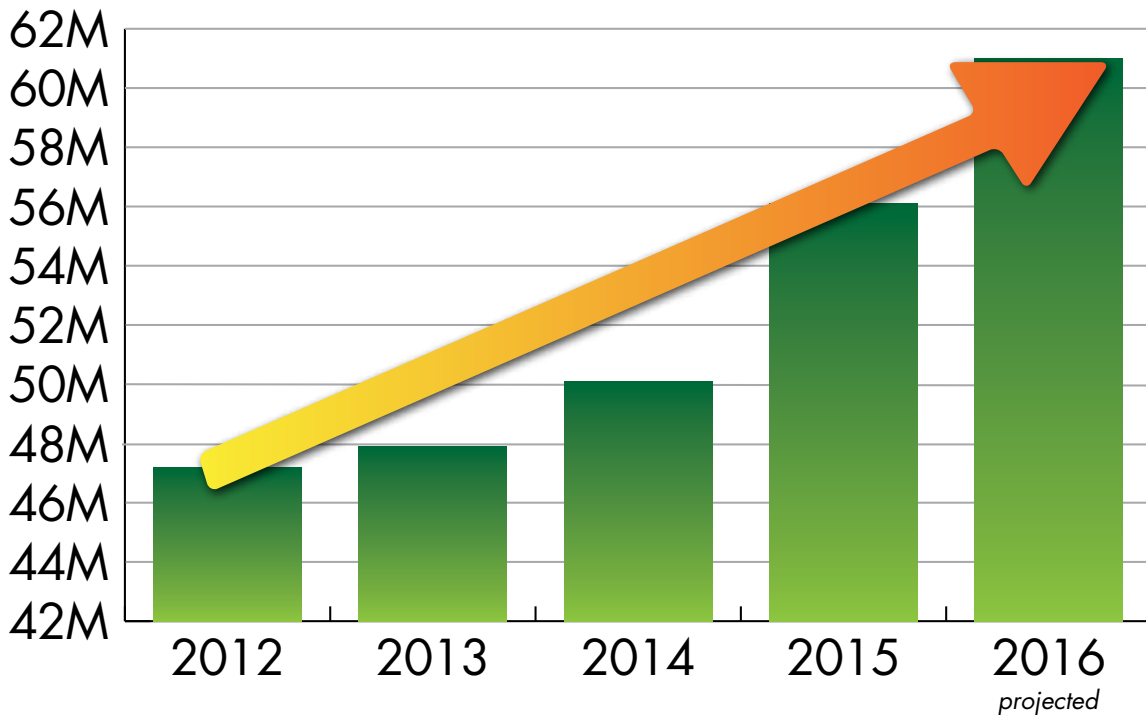


82%

rated the BloodHorse.com as better or much better compared to other websites offering industry news*

ANNUAL PAGEVIEWS

OVER 56 MILLION IN 2015



*Results from independent survey of BloodHorse.com visitors conducted 6/2016

SPONSORED SOCIAL MEDIA POSTS

SOCIAL MEDIA

Sponsored social media content is one of the most popular and successful digital marketing methods used today. BloodHorse's active social media presence connects with our readers like never before, providing 179,700+ followers across Facebook, Twitter, Instagram, YouTube, and Pinterest.



FACEBOOK 110,020 Likes 2,073,405 Reach (June '16)

Copy Limits: 300 characters maximum, plus URL



TWITTER 44,546 Followers 2,296,760 Impressions (June '16)

Copy Limits: 140 characters, including URL



YOUTUBE 3,395 Subscribers 31,214 Video Views (June '16)



INSTAGRAM 21,793 Followers



**Social Media Overview as of 6/2016*

BLOODHORSE

2017 RATES

BLOODHORSE MAGAZINE AND TABLET

PROCESS 4-COLOR	1X	3X	6X	12X	24X	36X	52X
Spread	\$5,855	\$5,759	\$5,667	\$5,643	\$5,549	\$5,458	\$5,378
1/2 Page Spread	\$4,235	\$4,180	\$4,134	\$4,087	\$4,066	\$4,017	\$3,970
Full Page	\$3,218	\$3,169	\$3,124	\$3,113	\$3,065	\$3,018	\$2,979
2/3 Page	\$2,742	\$2,708	\$2,678	\$2,645	\$2,623	\$2,593	\$2,565
1/2 Page	\$2,408	\$2,380	\$2,358	\$2,334	\$2,324	\$2,299	\$2,275
1/3 Page	\$1,391	\$1,368	\$1,354	\$1,347	\$1,339	\$1,326	\$1,308
1/4 Page	\$1,216	\$1,197	\$1,192	\$1,180	\$1,176	\$1,163	\$1,152

PROCESS 2-COLOR	1X	3X	6X	12X	24X	36X	52X
Spread	\$4,779	\$4,683	\$4,592	\$4,568	\$4,473	\$4,383	\$4,302
1/2 Page Spread	\$3,160	\$3,104	\$3,059	\$3,012	\$2,991	\$2,942	\$2,894
Full Page	\$2,502	\$2,453	\$2,408	\$2,397	\$2,349	\$2,302	\$2,263
2/3 Page	\$2,026	\$1,992	\$1,962	\$1,929	\$1,908	\$1,877	\$1,849
1/2 Page	\$1,692	\$1,664	\$1,642	\$1,618	\$1,608	\$1,583	\$1,559
1/3 Page	\$1,045	\$1,023	\$1,009	\$1,002	\$994	\$981	\$963
1/4 Page	\$871	\$852	\$847	\$835	\$831	\$818	\$806

BLACK & WHITE	1X	3X	6X	12X	24X	36X	52X
Spread	\$4,106	\$4,010	\$3,918	\$3,894	\$3,800	\$3,709	\$3,629
1/2 Page Spread	\$2,486	\$2,431	\$2,385	\$2,338	\$2,318	\$2,268	\$2,221
Full Page	\$2,053	\$2,004	\$1,959	\$1,948	\$1,900	\$1,853	\$1,814
2/3 Page	\$1,577	\$1,543	\$1,513	\$1,480	\$1,458	\$1,428	\$1,400
1/2 Page	\$1,243	\$1,215	\$1,193	\$1,169	\$1,159	\$1,134	\$1,110
1/3 Page	\$830	\$808	\$794	\$787	\$779	\$765	\$748
1/4 Page	\$656	\$637	\$631	\$620	\$616	\$603	\$591

All rates are gross. Cover rates upon request. See additional rate information & mechanical charges. Rates subject to change without notice.

**Contact your sales representative for information on
discounted packages including consignments,
regional and multi-platforms.**

2017 RATES

BLOODHORSE DAILY PRINT (PDF) & APP

PRINT FORMAT (PDF)	AD SIZE	1X GROSS	13X GROSS	26X GROSS	39X GROSS	52X GROSS
Title Banner	1.8" x 1.5" 700 (max)	\$275	\$267	\$259	\$250	\$242
Front Page Ad	3.85" x 3.75"	\$950	\$922	\$893	\$865	\$836
Full Page	8.5" x 11"	\$1,500	\$1,459	\$1,414	\$1,369	\$1,324
Full Page Regional	8.5" x 11"	\$350	n/a	n/a	n/a	n/a
1/2 Page	3.85" x 9.9" or 7.9" x 5"	\$1,100	\$1,083	\$1,049	\$1,016	\$982
1/3 Page	7.9" x 3.4"	\$975	\$954	\$924	\$895	\$865
1/4 Page	3.85" x 4.75" or 7.9" x 2.5"	\$850	\$824	\$798	\$773	\$747
Strip Ad	7.9" x 1.25"	\$625	\$612	\$593	\$574	\$555
Business Links	2.36" x 0.2"	\$100	n/a	n/a	n/a	n/a
Daily Email & Interstitial	610 x 90 & 650 x 475	\$530	n/a	n/a	n/a	n/a

DAILY MOBILE APP (APPLE & ANDROID)	AD SIZE	MONTHLY GROSS RATE
Full Page Interstitial (appears upon 1st & each subsequent 5th action)	320 x 480	\$880
Daily Main Page	320 x 50	\$590
Latest News Page	320 x 50	\$590
Race Results Sponsorship	320 x 50	\$590
Entries Page	320 x 50	\$410
Results Page	320 x 50	\$410
Article Page	320 x 50	\$410
Sire Lists Sponsorship	320 x 50	\$590
MarketWatch Sponsorship	320 x 50	\$590

Contact your sales representative for information on discounted packages including consignments, regional and multi-platforms.

2017 RATES

BLOODHORSE.COM

HOMEPAGE	AD SIZE	MONTHLY NET RATE/CPM
Lightbox (Interstitial)	1000 x 700 (max)	\$40/CPM
Floating Banner	550 x 480	\$35/CPM
Leaderboard	728 x 90	\$3,000
Vertical Banner 1/Vertical Banner 2	120 x 240	\$2,000/\$1,750
Medium Rectangle	300 x 250	\$950
Marketplace Link	text link	\$150
RUN OF SITE		
Floating Banner (channel landing pages)	550 x 480	\$35/CPM
Leaderboard	728 x 90	\$1,750
Medium Rectangle Upper/Medium Rectangle Lower	300 x 250	\$1,750/\$1,500
Wide Skyscraper	160 x 600	\$750
<i>Ask for guaranteed above/below fold impression rates and daily/weekly rates.</i>		
TARGETED PLACEMENTS		
	AD SIZE	MONTHLY NET RATE/CPM
Channel Sponsorship: News, Racing, Breeding, Sales, International & Handicapping	Logo, channel landing page banner & ROS banner	\$2,500
Race Replays Medium Rectangle	300 x 250	\$1,875
Sire Lists Sponsorship (National/Regional)	728 x 90 or 970 x 90	Inquire
Triple Crown & Breeders' Cup Coverage Sponsorships	All related news, video, podcasts, slideshows, blogs, live chats & newsletter	Inquire
Triple Crown/Breeders' Cup Channel Only	300 x 250	\$750
Mobile Website Leaderboard	300 x 50	\$550
Photo Slideshows Leaderboard	728 x 90	\$250
Racetrack Profile Pages 3:1 Banner	300 x 100	\$1,200/year
Stallion Spotlights: Race Results/Sales Coverage, Race Alerts	234 x 60 & text link; logo	Inquire

Contact your sales representative for information on discounted packages including consignments, regional and multi-platforms.

2017 RATES

BLOODHORSE WEEKLY NEWSLETTERS

EDITION	AD SIZE	1X NET RATE	4X NET RATE
Week In Review Wednesday @ 5 am EST; 18,500 Subscribers	Top Banner (300 x 250)	\$250	\$800
	Strip Ad (610 x 90)	\$175	\$550
Pedigree Weekly Thursday @ noon EST; 13,000 Subscribers	Top Banner (300 x 250)	\$250	\$800
	Strip Ad (610 x 90)	\$175	\$550
Racing Preview Friday @ noon EST; 18,500 Subscribers	Top Banner (300 x 250)	\$250	\$800
	Strip Ad (610 x 90)	\$175	\$550
Weekend Racing Recap Monday @ 9 am EST; 18,000 Subscribers	Top Banner (300 x 250)	\$250	\$800
	Strip Ad (610 x 90)	\$175	\$550
Triple Crown/Breeders' Cup Tuesdays: Feb-Jun/Aug-Nov; 18,000 Subscribers	Top Banner (300 x 250)	Inquire	Inquire
	Logo Ads (120 x 60)	Inquire	Inquire

**Contact your sales representative for information on
discounted packages including consignments,
regional and multi-platforms.**

MECHANICAL REQUIREMENTS

BLOODHORSE MAGAZINE

GENERAL INFORMATION

Unless specific permission is granted, space reservations and finished advertising material must be received at *BloodHorse* according to the following schedule:

- » All space reservations: By Tuesday, 5 pm EST, 11 days prior to cover date.
- » Digital files and materials: By Thursday, noon, 9 days prior to cover date.

Insertion orders can be FAXed to: (859) 276-6706. Insertion orders and/or advertising materials can be:

Mailed to: *BloodHorse*, PO Box 919003, Lexington, KY 40591-9003

Express deliveries: *BloodHorse*, 3101 Beaumont Centre Cir., Ste. 300, Lexington, KY 40513

PRINT/ONLINE CLASSIFIED ADS

Rates: \$100 per inch, one inch minimum. \$94 per inch for three to five insertions. \$86 per inch for six to 11 insertions. \$80 per inch for 12 or more insertions. Deadline: Noon, Wednesday of week prior to cover date. For use of *BloodHorse* box number: \$20. Prepayment required. By-The-Word or Text Classified ads are available at a rate of .96/word with a minimum of \$25. Visit www.BloodHorse.com/ByTheWord to place these yourself.

ADDITIONAL RATE INFORMATION

Frequency rate discounts are determined by the number of insertions used by one advertiser during a 12-month period from the date of the first insertion. Spreads are counted as two insertions. Special guaranteed positions carry the space rate, plus 15% premium. Streamers, two inches deep by three columns wide, are accepted for placement at the bottom of pages; this is considered a special position, and therefore carries the 15% rate premium. There is no additional charge for bleed advertisements. Black-and-white space rates provide for one color (black). Additional color charges, per insertion, are:

- Two-color (process): \$449
- Three-color (process): \$783
- Four-color (process): \$1,165
- Five-color (4 process + 1 PMS Basic): \$1,731
- Six-color (4 process + 2 PMS Basic): \$2,338
- Match PMS ink surcharge: \$177
- Metallic ink surcharge: \$181
- Bleed: N/C

Color charges are discounted for spreads as follows: advertisers are billed a full color charge for one page, and 50% of the color charge for the facing page. For the same extra color(s) on five or more consecutive pages the full color charge will apply to the first page, and 50% color charge will apply to each succeeding page. Color charges reduced for 1/3 page and smaller.

MECHANICAL REQUIREMENTS

BloodHorse is printed on an offset heat set web press, with perfect binding, at a 175 line screen. Trim size: 8.125" x 10.875"; bleed size: 8.375" x 11.125"; image safety area 7" x 10". Advertisers who place copy or artwork outside of this image area do so at their own risk as information could be lost in the trimming process. There are three columns to the standard page, each 2.25" wide. In the Stakes Winners Section, there are two columns to the page, each 3.375" wide. For full bleed, allow .125" on each side, top and bottom. Copy for bleed pages should not exceed the image area. For spreads bleeding across the gutter, allow .125" for each page for bindery grind off.

DIGITAL AD SPECIFICATIONS

Complete digital specifications can be found at: www.BloodHorse.com/MediaKit

PREFERRED FORMAT: We use a single page PDF workflow. Our preference is to receive files as high res PDF. We can accept digital files prepared in and received as InDesign or QuarkXpress, Illustrator, Freehand, PhotoShop, PC QuarkXpress; however, files furnished in these formats will incur a fee for normalizing and making a PDF. If we correct RGB to CMYK, bleeds, fonts or resolution a \$25 fee will be charged. We ask for an accurate proof to be provided. Photos and images should be scanned at a minimum 300 dpi.

SPREADS: Our workflow system requires spreads be set up as single pages. If we do not receive as single pages you will be assessed a charge for separating the pages.

FONTS: All native files must be accompanied by fonts. Type 1 fonts or Open Type fonts are preferred; please include screen and printer fonts. Fonts for PC files will be substituted with the Mac font equivalent.

PHOTOS: All photos must be a minimum of 300 dpi in CMYK. Advertiser incurs a charge if a photo is converted from RGB to CMYK.

MECHANICAL REQUIREMENTS

BLOODHORSE MAGAZINE

SOFTWARE: InDesign (Mac Preferred) ■ QuarkXpress (Mac Preferred) ■ Illustrator ■ Photoshop

GRAPHICS FORMAT: Tiff ■ Bitmap ■ Photoshop EPS ■ EPS (NOTE: In all Illustrator and Freehand EPS's text should be converted to outlines or fonts supplied. All colors converted to CMYK. All linked images must be sent as well.) ■ JPEG (NOTE: Charges for computer time will be incurred for converting image to a 4-color tiff.)

ELECTRONIC TRANSMISSIONS: Please send a PDF proof to your ad rep or fax a copy of the ad along with the name and extension of the file(s), to 859.276.6706. File names should be as short as possible and contain only alpha-numerical characters. Avoid blank spaces and punctuation marks. Small files can be sent by e-mail to:

production@BloodHorse.com

Larger files can be sent via FTP using your web browser:

http://ftp.ads.BloodHorse.com
USERNAME: bhproduction
PASSWORD: pogo051

PRODUCTION/TECHNICAL QUESTIONS

Forrest Begley ■ Traffic Manager
859.276.6728 ■ fbegley@BloodHorse.com

Kerry Howe ■ Associate Production Manager
859.276.6864 ■ khowe@BloodHorse.com

Customer Service, Fax Number 859.276.6706

CONTRACT AND RATE CONDITIONS

All advertising contracts are accepted subject to the terms and provisions of the current rate card, and no waiver or modification is binding upon *BloodHorse* unless in writing and approved by the Publisher.

BloodHorse shall be subject to no liability for failure to publish or circulate any advertising because of accidents, fires, work stoppages, dilatory postal delivery, acts of God, or other circumstances beyond the control of *BloodHorse*.

Insertion orders are binding on the advertiser at issue closing date and may not be canceled thereafter, but *BloodHorse* reserves the unrestricted right to reject any advertising at any time. Failure by *BloodHorse* to publish advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract nor affect any earned discount.

All advertising must be clearly identified as such by inclusion of a trademark, logotype, or name of the advertiser, or the word "advertisement" shall be printed

at the top and bottom of such advertisement. Any advertisement that mimics editorial layout is subject to review, and shall be clearly labeled as "advertisement." *BloodHorse* expressly reserves the right not to publish any advertisement which, in the opinion of the Publisher, is inappropriate.

All advertising claims or assertions must be supported by documentary evidence, and if put in question by *BloodHorse*, the burden of proof rests with the advertiser and his agent. *BloodHorse* relies on statistics furnished by The Jockey Club Information Systems and Daily Racing Form for verification.

All advertising is accepted only upon representation of the advertising agency and the advertiser that each of them is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing, timely, the product or service advertised at the price advertised. In consideration for publication of an advertisement, the advertiser and advertising agency, jointly and severally, agree to indemnify and save harmless *BloodHorse* and staff members from and against any loss, liability, and expense, including reasonable attorney fees, incurred by reason of any claim that may arise out of publication of such advertisement.

PAYMENTS AND COMMISSIONS

Advertising accounts are billed upon publication, net due payable within 10 days with no discount. A 1.5% monthly service charge (APR of 18.0%) is added to the unpaid balance of accounts due after 30 days. The advertiser and agent are jointly and severally liable for payment of accounts to *BloodHorse*. If payment is not received within 90 days of billing from an agent, the corresponding advertiser may be billed directly by *BloodHorse*.

Commission discounts are allowed recognized advertising agencies which supply insertion orders and complete advertising materials, and which assume responsibility for payment. A 15.0% commission may be discounted from accounts paid in full within 60 days. A 10.0% percent commission may be discounted from accounts paid within 90 days of billing. No agency discounts are allowed on any accounts unpaid for more than 90 days. Agency commissions apply to space, color and special position charges only. Other charges are not commissionable.

Any difference between rate scheduled and rate earned (short rate) is due 10 days following billing for the last insertion of a schedule. Rebates, limited to one frequency discount greater than scheduled, are credited when earned and requested.

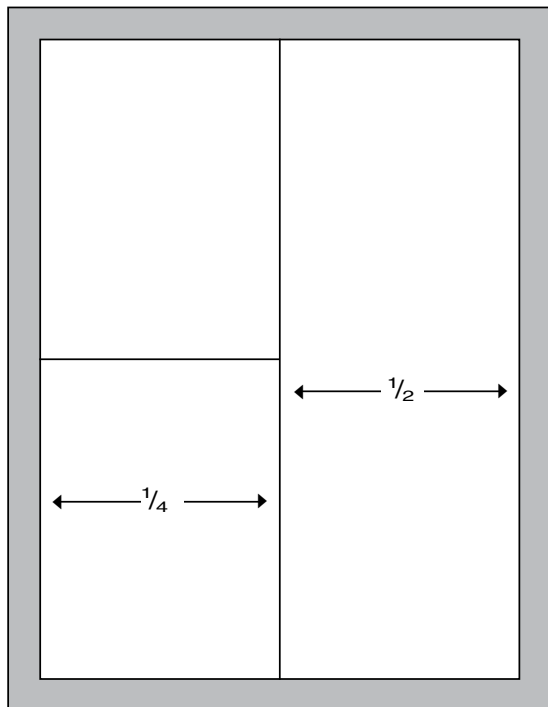
BLOODHORSE

MECHANICAL REQUIREMENTS

BLOODHORSE MAGAZINE

Page Size: **Trim** 8.125" x 10.875". **Bleed** 8.375" x 11.125"

Image Area Full Page: 7" x 10"



STAKES WINNERS (2 COLUMN)
PAGE FORMAT

TWO-THIRDS PAGE

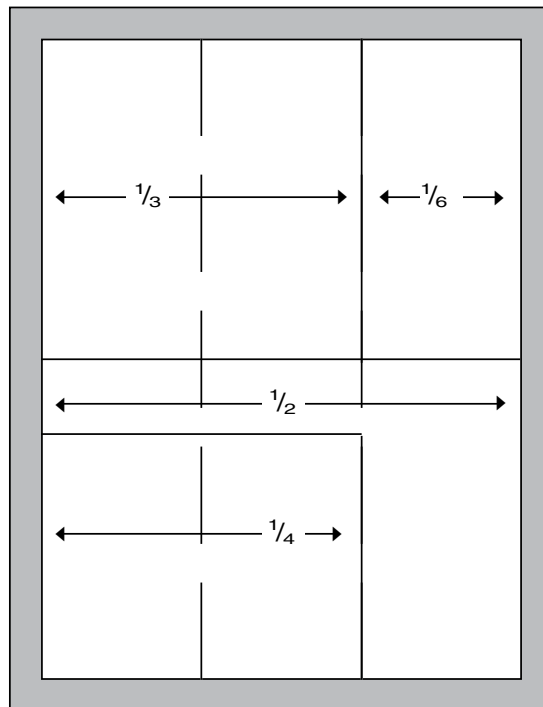
2 columns	4.625" x 10"
3 columns	7" x 6.4375"

ONE-HALF PAGE

1.5 columns	3.375" x 10"
2 columns	4.625" x 7.4375"
3 columns	7" x 4.9375"

ONE-THIRD PAGE

1 column	2.25" x 10"
1.5 columns	3.375" x 6.4375"
2 columns	4.625" x 4.9375"
3 columns	7" x 3.4375"



STANDARD (3 COLUMN)
PAGE FORMAT

ONE-FOURTH PAGE

1 column	2.25" x 7.4375"
1.5 columns	3.375" x 4.9375"
2 columns	4.625" x 3.4375"

ONE-SIXTH PAGE

1 column	2.25" x 4.9375"
1.5 columns	3.375" x 3.4375"
2 columns	4.625" x 2.4375"
One inch	2.25" x .9375"

Small files can be sent by e-mail to:

production@BloodHorse.com

Larger files can be sent via FTP:

http://ftp.ads.BloodHorse.com

USERNAME: bhproduction

PASSWORD: pogo051

MECHANICAL REQUIREMENTS

BLOODHORSE DAILY

PRINT FORMAT (PDF)	AD SIZE
Title Banner	1.8" x 1.5" 700 (max)
Front Page Ad	3.85" x 3.75"
Full Page	8.5" x 11"
Full Page Regional	8.5" x 11"
1/2 Page	3.85" x 9.9" or 7.9" x 5"
1/3 Page	7.9" x 3.4"
1/4 Page	3.85" x 4.75" or 7.9" x 2.5"
Strip Ad	7.9" x 1.25"
Business Links	2.36" x 0.2"
Daily Email & Interstitial	610 x 90 & 650 x 475

FILE FORMAT: PDF (maximum file size 10MB)

RESOLUTION: High (300 dpi)

EMAIL ADS TO: dailyads@bloodhorse.com

Please include target URL to link the ad

DAILY MOBILE APP (APPLE & ANDROID)	AD SIZE
Full Page Interstitial (appears upon 1st & each subsequent 5th action)	320 x 480
Daily Main Page	320 x 50
Latest News Page	320 x 50
Race Results Sponsorship	320 x 50
Entries Page	320 x 50
Results Page	320 x 50
Article Page	320 x 50
Sire Lists Sponsorship	320 x 50
MarketWatch Sponsorship	320 x 50

FILE FORMAT: .gif, .jpeg, .png

MAXIMUM FILE SIZE: 15KB for 320x50; 30KB for 320x480

EMAIL ADS TO: dailyads@bloodhorse.com

Please include target URL to link the ad

***All ads must be designed for portrait-only orientation. Mobile banners may be static or animated. Full page interstitial must be static. Third-party tags, custom HTML and JavaScript are accepted. Additional lead time for creative testing is required.*

ADVERTISING SPECIFICATIONS

BLOODHORSE.COM

BloodHorse, LLC adheres to all Internet Advertising Bureau guidelines. If you have any questions about the contents of this document, please contact us at ads@bloodhorse.com, or you can learn more at the Internet Advertising Bureau's website: <http://www.iab.com/guidelines/iab-display-advertising-guidelines/>

General Creative Guidelines

- » **Resolution:** 72 dpi
- » **Click-through Interaction:** The destination URL must open in a new browser window.
- » **Audio:** Must be user-initiated via a prominently visible mute/unmute button.
- » **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- » **Defining ad space:** Ad unit content must be clearly distinguishable from normal page content and must have a clear border with a minimum width of 1 pixel.
- » **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
- » **Maximum banners/unique URLs per placement:** 5
- » **Mouse-over Interaction:** Mouse-over interaction may provoke interaction only within the current open browser window and cannot link a user to a new website.

- » **Email Newsletters:** Due to email platform limitations, only static JPG, GIF or PNG ads will be accepted for placement in email newsletters. HTML5 ads are not supported.
- » **Video Adjacent:** Creative which appears adjacent to video content must not be animated and may only play audio or video upon user interaction.
- » **Flash Media:** Must contain the Adobe clickTAG ActionScript in order for clicks to be tracked. A tutorial is available here: www.flashclicktag.com.
- » **Third Party Serving:** All creative served via a third party must approved prior to publishing.

ANIMATION GUIDELINES

- » **Maximum length:** 30-sec.
- » **Strobing/Flashing:** Animation may be continuous but no strobing, flashing or shaking effects are allowed.
- » **Animated GIFs:** Minimum 1-sec delay between frames.
- » **Maximum frame rate:** 24 frames per second

ADVERTISING SPECIFICATIONS

BLOODHORSE.COM

STANDARD AD UNITS

AD UNIT	DIMENSIONS	MAX INITIAL LOAD	GIF, JPG, PNG, OR HTML5	FLASH	ANIMATION	IN-BANNER VIDEO
Leaderboard	728x90	150 KB	✓	✓	✓	✓
Medium Rectangle	300x250	150 KB	✓	✓	✓	✓
Vertical Banner	120x240	80 KB	✓	✓	✓	
3:1 Banner	300x100	80 KB	✓	✓	✓	
Wide Skyscraper	160x600	150 KB	✓	✓	✓	✓
Super Leaderboard	970x90	150 KB	✓	✓	✓	✓
Horizontal Banner	610x90	150 KB	✓	✓	✓	
Spotlight Banner	234x60	40 KB	✓			
Button	120x60	20 KB	✓			
Mobile Banner	320x50	50KB	✓		✓	
Mobile Overlay	320x480	150 KB	✓	✓	✓	✓
Text Link	Text only. Max. 40 Characters					

RICH MEDIA AD UNITS

EXPANDABLE UNITS

AD UNIT	DIMENSIONS	EXPANDED DIMENSIONS	MAX INITIAL LOAD	GIF, JPG, PNG, OR HTML5	FLASH	ANIMATION	IN-BANNER VIDEO
Leaderboard	728x90	728x315	150 KB	✓	✓	✓	✓
Medium Rectangle	300x250	600x250	150 KB	✓	✓	✓	✓
Wide Skyscraper	160x600	600x600	150 KB	✓	✓	✓	✓
Super Leaderboard	970x90	970x315	150 KB	✓	✓	✓	✓

EXPANDABLE UNIT GUIDELINES

- » **Expansion:** Expansion must be user-initiated.
- » **Retraction:** The ad must provide means of retraction, which may be initiated by click or mouse-off.
- » **Click-through:** On click-through, the ad must retract

and the destination URL must open in a new browser window.

- » **In-Banner Video:** See In-Banner Video Guidelines for details.

ADVERTISING SPECIFICATIONS

BLOODHORSE.COM

FLOATING UNITS

AD UNIT	DIMENSIONS	MAX INITIAL LOAD	GIF, JPG, PNG, OR HTML5	FLASH	ANIMATION	IN-BANNER VIDEO
Lightbox	1000x700	200 KB	✓			
Floating Banner	550x480	150 KB	✓	✓	✓	✓

FLOATING UNIT GUIDELINES

- » **Close Button:** Floating Banners and Lightboxes must include a prominently visible close button. The clickable area of the close button must be no smaller than 24 pixels wide by 24 pixels high.
- » **Frequency cap limitations:** Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content.
- » **In-Banner Video:** See In-Banner Video Guidelines for details.

IN-BANNER VIDEO UNITS

AD UNIT	DIMENSIONS	MAX INITIAL LOAD	GIF, JPG, PNG, OR HTML5	FLASH	ANIMATION	IN-BANNER VIDEO
Leaderboard	728x90	150 KB	✓	✓	✓	✓
Medium Rectangle	300x250	150 KB	✓	✓	✓	✓
Wide Skyscraper	160x600	150 KB	✓	✓	✓	✓
Super Leaderboard	970x90	150 KB	✓	✓	✓	✓
Floating Banner	550x480	150 KB	✓	✓	✓	✓

IN-BANNER VIDEO GUIDELINES

- » **Minimum Frame Rate:** 24 fps
- » **Maximum Length:** 15 sec for host-initiated video, unlimited for user-initiated video
- » **Host-initiated video file size:** 1.1 MB in addition to maximum initial load
- » **User-initiated video file size:** Unlimited
- » **Required Video Controls:** Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero (0) is required.
- » **HTML5 video controls:** To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls.
- » **Video codec:** Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. For audio, AAC is more widely supported.
- » **Video format:** At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

ADVERTISING SPECIFICATIONS

BLOODHORSE.COM

PRE-ROLL VIDEO

MAXIMUM DURATION	15 sec
MIN. DIMENSIONS (IN PIXELS)	640x360 (16:9) 640x480 (4:3)
MAXIMUM FILE SIZE	1.5 MB
FILE FORMAT	MP4
VIDEO CODEC	H.264
AUDIO CODEC	AAC
VIDEO FRAME RATE	Minimum 25 fps
MINIMUM BIT RATE	500 kbps
MAXIMUM BIT RATE	2000 kbps

PRE-ROLL VIDEO GUIDELINES

- » **Aspect Ratio:** Preferred aspect ratio is 16:9 but a ratio of 4:3 will be accepted.
- » **Destination URL:** A URL is required. Please provide the destination URL along with your video file.
- » **Third-party Serving:** Creative may be served via third parties that support the VAST standard.
- » Post- and Mid-roll are not available.

SUBMISSION AND LEAD TIME

SUBMISSION INSTRUCTIONS

- » Submit creative files via email to:
ads@bloodhorse.com
- » For each individual ad, please include:
 - » Client name
 - » Campaign/ad placement description
 - » Start date
 - » End date
 - » Destination URL
- » Please indicate if new submissions are to replace currently running creative or to be added to campaign rotation. If to be added to rotation, please indicate relative weightings.

LEAD TIMES

- » **New Campaigns:** Materials due 2 business days prior to campaign start date
- » **Creative Additions/Refreshes:** Same day if received by noon EST. Next business day if received after noon EST or on weekends.
- » **Weekends & Holidays:** New campaign launch and creative refreshes may be scheduled for Saturdays, Sundays and holidays when scheduled before noon EST the previous business day.

TECHNICAL QUESTIONS

- » If you have any questions regarding our technical requirements and digital creative guidelines, please send an email to: ads@bloodhorse.com

CLASSIFIED ADVERTISING



BloodHorse gives you TWO great reasons to advertise in our popular Classifieds section. When you place a classified advertisement in the printed *BloodHorse* magazine, your ad will also appear **FREE** online at BloodHorse.com. You'll be reaching two unique audiences for one low price.

Text ads convey your message in a clear and simple fashion. You also have the option to step up to a *BloodHorse* display ad which helps you stand above the crowd. Display ads receive priority placement in both the magazine and on the web site to give you an extra selling edge.

You can also add color to your display ad for the most powerful presentation available. When you really want to be seen, you want a *BloodHorse* display ad with color. According to an industry study, color advertising attracts a remarkable 79% more readers than advertising without color. This method will give you the fastest response to your message!

TEXT ADS

96¢ per word
with a \$25 minimum.
A free boldface headline is
included at no charge!

Visit Classifieds.BloodHorse.com to schedule your text ad

BLACK & WHITE DISPLAY ADS

FREQUENCY	1X	6X
1 INCH	\$100	\$80
1½ INCH	\$150	\$120
2 INCH	\$200	\$160
2½ INCH	\$250	\$200

All classified ads 5 column inches or larger are billed at display rates.

One extra color: \$88 additional 4-color: \$297 additional
Confidential P.O. Box: \$20 additional

PREFERRED DISPLAY ADS

FREQUENCY	1X	6X
SINGLE 4C (7"X2")	\$650	\$506
DOUBLE 4C (7"X4")	\$1,300	\$1012
SINGLE BW (7"X2")	\$400	\$312
DOUBLE BW (7"X4")	\$800	\$624

To place a display ad contact:

Catherine Johnston
859-276-6812
800-866-2361, ext. 6812
cjohnston@bloodhorse.com