



# HOFCARE & LAMENESS

**HOFCARE & LAMENESS** is the world's only journal specializing in the care of the horse's feet and legs and is the leading authority in the field. It is read by about 2200 subscribers who are leading farriers, veterinarians, researchers, farm managers, breeders, owners, and trainers. **HOFCARE** serves an elite and exclusively PAID circulation; additional copies are sold in industry supply stores, by mail order, and from our busy website, [www.hoofcare.com](http://www.hoofcare.com). Readers save issues for reference and share both articles and ad with colleagues and clients.

## Display advertising: BLACK AND WHITE

Size (dimensions)	One-time rate	4x-time contract
Full page (7.5x10")	\$900	\$750
Two-thirds (4.75 x 10")	\$800	\$700
Half (7.5 x 4.25")	\$600	\$550
Third (4.75x3.75"/2.25 x 9.5")	\$450	\$400
Quarter (4.75 x 3.5")	\$425	\$375
Sixth (2.25 x 4.75")	\$375	\$325
Small Ads per inch	\$125/inch	\$75/in./prepaid

MINI-AD (one inch) \$300 for four issues, PREPAID ONLY.

Classified: \$20 per line; 40 characters per line. PREPAID ONLY.

First-time and non-US advertisers must pre-pay.

## Display advertising: FULL COLOR

Size (dimensions)	One-time rate	4x-time contract
Full page (7.5x10")	\$1750	\$1550
Two-thirds (4.75 x 10")	\$1600	\$1500
Half (7.5 x 4.25")	\$1400	\$1350
Third (4.75x3.75"/2.25 x 9.5")	\$1250	\$1200
Quarter (4.75 x 3.5")	\$1225	\$1125
Sixth (2.25 x 4.75")	\$1175	\$1125

First-time and non-US advertisers must pre-pay.

Ads accepted in Quark(Macintosh only), Photoshop or Acrobat.

Minimum resolution 300 dpi. Design and photo services available.

**HOFCARE PUBLISHING 19 Harbor Loop Gloucester MA 01930**  
**Tel 978 281 3222 Fax 978 283 8775 Ads@hoofcare.com**