DEL MAR
THOROUGHBRED CLUB

2013 Del Mar Thoroughbred Club Daily Racing Program Advertising Rate Card

The Daily Racing Program is the official guide to the Del Mar races published by the Del Mar Thoroughbred Club. The Program, which provides essential racing information, is Del Mar's most popular and widely used publication. The Program offers nearly **100% distribution rate** to Del Mar's patrons (included in price of admission.) In 2012 over **1.1 million** Programs were distributed on-track and at simulcast wagering locations in San Diego, Los Angeles, Orange and Riverside counties. In 2013 the Program will be available to deliver your message to Del Mar patrons from July 17 through September 4 (37-racing days).

Color Ads

Ad Unit	Season Rate	10 Plus Rate
Back cover	$35,000	N/A
Full Page	$25,000	N/A

Deadlines: Space reservation: May 7, 2013 (subject to availability)
Materials due: June 3, 2013

Material Requirements: Digital CMYK files in formats above. Minimum 300 dpi for tiff or jpeg. Color proofs required. Screen: Maximum 150 line. Trim size 4 x 8.625. Allow .25 inch on all sides for bleed. NOTE: Because of the way the programs are trimmed, top and bottom colors must match on bleed ads.

Black & White Ads

1/2 Page	$10,750	$450 per day
1/3 Page	$7,700	$300 per day
1/5 Page	$6,100	$275 per day

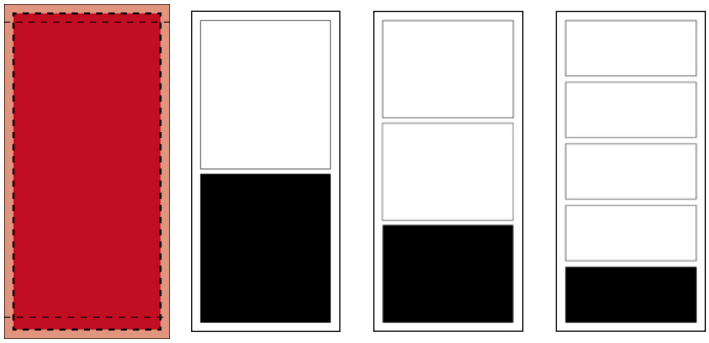
Deadlines: Space reservation: 30 days prior to first publication
Materials due: 21 days prior to first publication

Material Requirements: Press-optimized eps or pdf files; tiff or jpeg files (200 dpi) or Macintosh Adobe InDesign CS2 with all fonts and support materials. NOT ACCEPTABLE: Files created in Word, PowerPoint or MS Publisher. Halftones will be output at 85-line screen. Program is printed on open web press.

Mechanical Requirements (B/W and Color ads):

Ad Unit	Image Size
Full Page, Color	Trim size 4 x 8.625 (vertical)*
1/2 Page, B/W	3.5 x 3.875 inches (vertical)
1/3 Page, B/W	3.5 x 2.625 inches (horizontal)
1/5 Page, B/W	3.5 x 1.4375 inches (horizontal)

* Allow 1/4" all sides for bleed; live area for text 3.5 x 8



Full page Color | 1/2 page B/W | 1/3 page B/W | 1/5 page B/W

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