

USLF NEWS Advertising Rates

Effective August 1, 2018

ITEM	One Issue	Four Issues Nonmember / Member Rates	Dimensions
Front Inside Cover	\$150	N/A	10" H x 7.5" W
Back Inside Cover	\$125	N/A	10" H x 7.5" W
Back Cover Half Page	\$150	N/A	4.75" H x 7.5" W
Full Page	\$95	10% discount / 15% discount	10" H x 7.5" W
Half Page Vertical	\$55	10% discount / 15% discount	10" H x 3.65" W
Half Page Horizontal	\$55	10% discount / 15% discount	4.75" H x 7.5" W
1/3 Page Vertical	\$45	10% discount / 15% discount	10" H x 2.5" W
1/3 Page Horizontal	\$45	10% discount / 15% discount	3.25" H x 7.5" W
1/4 Page	\$40	10% discount / 15% discount	4.75" H x 3.65" W
1/9 Page	\$25	10% discount / 15% discount	3.25" H x 2.375" W
Business Card	\$15	10% discount / 15% discount	2" H x 3.5" W

- 10% discount for 4 consecutive issues (minor changes permitted; excludes inside front or back cover)
- **USLF Members receive an additional 5% discount**
- Multiple 1/9-page boxes can be purchased for adjacent printing

USLF BREEDERS DIRECTORY (\$75/Year) includes:

- USLF NEWS: Listing in the Breeder's Directory for 4 issues
- USLF Website: Listing in the Breeder's Directory on the website
- *Coming soon to USLF Website: Inclusion on a Map of Lipizzan Breeders*