

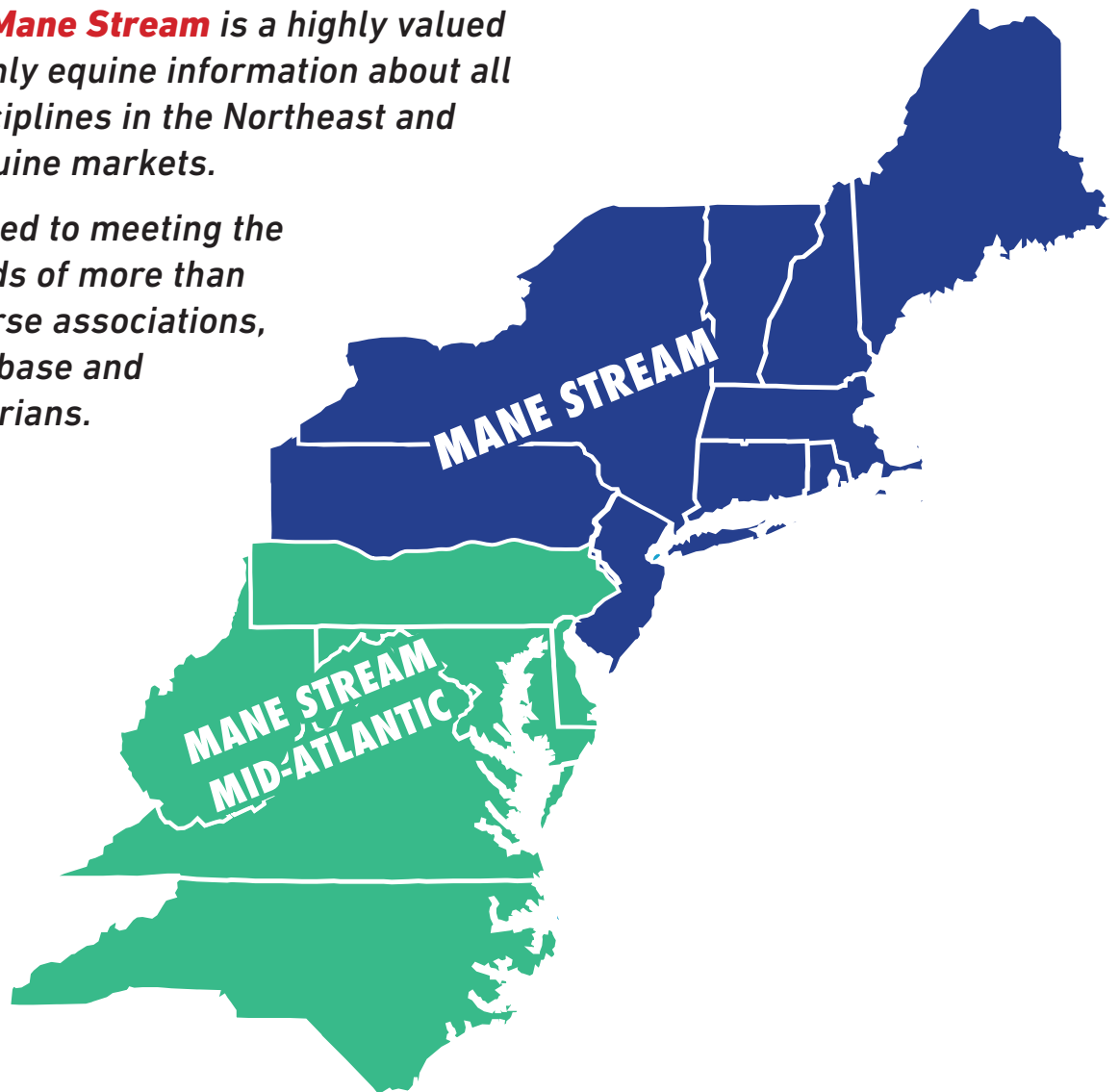
Country Folks *Mane Stream*

2018 MEDIA KIT

ALL BREEDS | ALL DISCIPLINES

Country Folks Mane Stream is a highly valued source of monthly equine information about all breeds and disciplines in the Northeast and Mid-Atlantic equine markets.

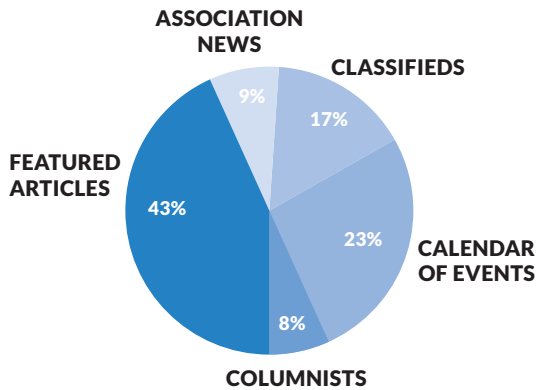
We are committed to meeting the key reader needs of more than 49 affiliated horse associations, our subscriber base and equine veterinarians.



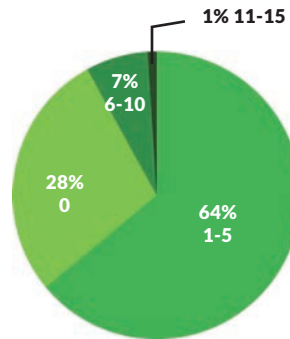
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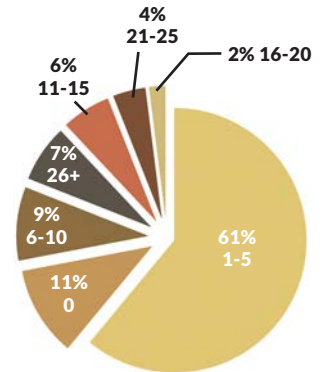
What are our readers' favorite sections?



How many associations do they belong to?



How many horses do they have?



Mane Stream is pleased to be affiliated with the following associations:

- New York State Draft Horse Club
- Vermont Horse Council
- New York State Horse Council
- New York State National Barrel Horse Association
- Eastern Mountain Ranch Horse Association
- New York State Quarter Horse Association
- Grafton Trail Riders
- Vermont Farriers Association
- New York State Saddle Horse Association
- Eastern Connecticut Draft Horse Association
- New York Percheron Association
- Rensselaer County Draft Animal Association
- Chautauqua County Trail Riders
- New York State High School Rodeo Association
- Eastern Regional Draft Horse Association
- Woodstock Riding Club
- Green Mountain Draft Horse Association
- Vermont Quarter Horse Association
- Attica Rodeo & Show Association
- Mid State Riding Club
- Equine Addiction Horse Club
- Washington County Draft Animal Association
- Tri-County Pony Club
- Massachusetts Quarter Horse Association
- Brookfield Riding and Driving Association
- New York State Plantation Walking Horse Club
- Saint Skutla Icelandic Horse Club
- Adirondack Miniature Horse Club
- New York Horse Park
- New York State Morgan Horse Society
- Northwest Connecticut Draft Horse Association
- Hudson Valley Draft Horse Association
- New York State Horse Pullers Association
- Central New York Horse Club
- Mid Hudson Driving Association
- Cambridge Saddle Club
- New England Cheval Canadian Association
- Show Off Equine Events
- Tiny Nickers
- New York State Registered Haflinger Association
- New York Reined Cow Horse Association
- Western New York Quarter Horse Club
- New York Southern Tier Quarter Horse Association
- New England Percheron Association
- New England Walking Horse Association
- Pinto Horse Association of NYS
- Western New York Appaloosa Association
- Pennsylvania Equine Council
- Empire State Quarter Horse Association

Country Folks Mane Stream is mailed to all affiliated association members and subscribers. Papers are also distributed at association events and horse shows.

The following Show Series put papers out at all their events:

- Show Off Equine Events Show Series, Schaghticoke, NY—May–September
- NYS Pinto Association Show Series, Syracuse, NY—May–September
- NYS Quarter Horse Association Show Series, Cobleskill, NY—May–September
- Keystone Cowboys Mounted Shooters Events, Mill Hall, PA—May–October
- Summer Kick Off Classic Horse Show Series, Batavia, NY—June–July
- Swan Lake Horse Shows, Littlestown, PA—January–December

Mane Stream is mailed to subscribers in New England, New York, New Jersey and Northern Pennsylvania. In addition, copies are distributed to veterinarian offices, feed stores, tack shops, stables, auction barns, rodeos, horse events and trade shows. Copies are also sent to B&B's and guided trail ride locations in this coverage area.

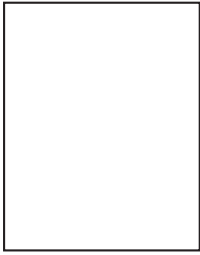
The Mane Stream Mid-Atlantic Horse section is inserted in the Mid-Atlantic Country Folks and has circulation in Southern Pennsylvania, Virginia, Maryland, Delaware and North Carolina. Additional distribution includes veterinarian offices, tack shops, feed stores, stables and auction barns.

ISSUE	EDITORIAL HIGHLIGHTS	TRADE SHOWS	DEADLINE**
JANUARY & FEBRUARY 2018 * JANUARY 29	Breeding and Foaling / Barn and Trailer Safety	Western NY Farm Show, Hamburg, NY NY Farm Show, Syracuse, NY Saratoga Horseman's Social, Saratoga Springs, NY	DECEMBER 7, 2017
MARCH * MARCH 26	Barn Building / Fencing / Buyers Guide - Listing Submission Deadline: January 26	WNY Equifest, Hamburg, NY CT Horse Symposium, Storrs, CT	FEBRUARY 8, 2018
APRIL * APRIL 30	Showing / Horse Care / Pest Control / Alternative Therapies & Medicine	The Great American Trail Horse Sale, Lexington, VA Equine Expo & Paraphernalia Sale, Essex, MA Penn State Equine Science Showcase & Quarter Horse Sale, University Park, PA	MARCH 8
MAY * MAY 28	Summer Camps / Trail Riding / Recreational or Competitive Driving / Stable Directory - Listing Submission Deadline: March 30	Saratoga Horse Symposium, Ballston Spa, NY Dressage at Saratoga, Saratoga Springs, NY NYS National Barrel Horse Association State Championships, Fonda, NY	APRIL 12
JUNE * JUNE 25	Timed Events and Rodeos / Pasture Maintenance & Rotation	MYHRE Equine Fair, Rochester, NH National Barrel Horse Association Super Show, Syracuse, NY	MAY 10
JULY * JULY 30	Farms & Stables / Light Horse / Pony & Draft Breeds / Summer Fairs Horse Events Section	On The Road With Dawn and Clea: The Rebel Soule Barrel Racing Event, Syracuse, NY	JUNE 7
AUGUST * AUGUST 27	Horse Farm Equipment / Stable Equipment	Empire Farm Days, Seneca Falls, NY Ag Progress Days, Pennsylvania State University	JULY 12
SEPTEMBER * SEPTEMBER 24	Fall Riding / Fun with Horses	Fonda Fair "Country Folks Day at the Fair," Fonda, NY CNY Farm Progress, Mohawk, NY NYS Horse Council Annual Meeting	AUGUST 9
OCTOBER * OCTOBER 29	Winter Care and Feeding / Tack and Equipment Care	Genesee Valley Hunt Races, Geneseo, NY Pennsylvania National Horse Show, Harrisburg, PA	SEPTEMBER 13
NOVEMBER & DECEMBER * NOVEMBER 26 * DECEMBER 31	Holiday Gift Guide	Equine Affaire, West Springfield, MA	OCTOBER 11
JANUARY & FEBRUARY 2019 * JANUARY 28 * FEBRUARY 25	Breeding and Foaling / Barn and Trailer Safety	Western NY Farm Show, Hamburg, NY NY Farm Show, Syracuse, NY Saratoga Horseman's Social, Saratoga Springs, NY	DECEMBER 13

*Mid-Atlantic Mane Stream issue date.

**EDITORIAL DEADLINE IS FIVE DAYS PRIOR TO THE ADVERTISING DEADLINE.

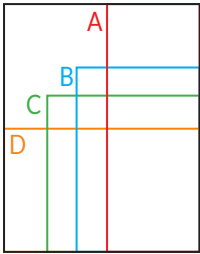
2018 ADVERTISING RATES



FULL PAGE

78 Column Inches
Vertical: 10.25" Wide x 13" Deep

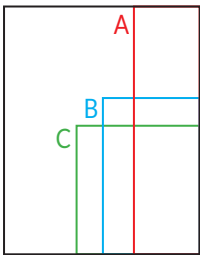
	1x	3x	6x	10x
One Zone	\$624	\$592.75	\$561.50	\$499.25
Full Coverage	\$1,189	\$1,129.50	\$1,070	\$951.25



HALF PAGE

39 Column Inches
A.) VERTICAL - 5.041" Wide x 13" Deep
B.) TALL - 6.778" Wide x 9.75" Deep
C.) SQUARE - 8.514" Wide x 7.75" Deep
D.) HORIZONTAL - 10.25" Wide x 6.25" Deep

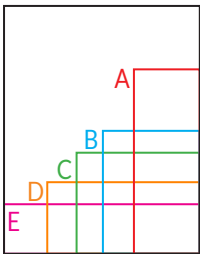
	1x	3x	6x	10x
One Zone	\$375.50	\$356.75	\$338	\$300.50
Full Coverage	\$658	\$625	\$592.25	\$526.50



THIRD PAGE

26 Column Inches
A.) VERTICAL - 3.305" Wide x 13" Deep
B.) TALL - 5.041" Wide x 8.75" Deep
C.) SQUARE - 6.778" Wide x 6.5" Deep

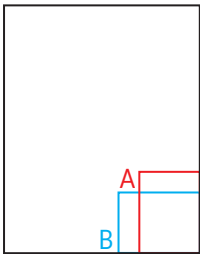
	1x	3x	6x	10x
One Zone	\$273	\$259.25	\$245.75	\$218.50
Full Coverage	\$461.50	\$438.50	\$415.25	\$369.25



QUARTER PAGE

19.5 Column Inches
A.) VERTICAL - 3.305" Wide x 9.75" Deep
B.) TALL - 5.041" Wide x 6.25" Deep
C.) SQUARE - 6.778" Wide x 5" Deep

	1x	3x	6x	10x
One Zone	\$204.75	\$194.50	\$184.25	\$163.75
Full Coverage	\$346	\$328.75	\$311.50	\$276.75



EIGHTH PAGE

9.75 Column Inches
A.) VERTICAL - 3.305" Wide x 5" Deep
B.) TALL - 5.014" Wide x 3.25" Deep

	1x	3x	6x	10x
One Zone	\$102.50	\$97.50	\$92.25	\$82
Full Coverage	\$173	\$164.25	\$155.75	\$138.50

COLOR - Each additional color besides black:
\$25 per color for standard red, blue, green, yellow.
\$75 per matched color.
\$200 for 4-color process premium plus space.

COLUMN WIDTHS:
1 col. = 1.569", 2 col. = 3.305", 3 col. = 5.041"
4 col. = 6.778", 5 col. = 8.514", 6 col. = 10.25"

Open Column Inch Rate:
\$10.50 per col. inch.
Full Coverage; \$17.75 per col. inch.

FOR CLASSIFIED ADS CALL 800-836-2888
\$9.25 for the first 14 words per zone, 30¢ each additional word.

DIGITAL AD SPECS

Macintosh Preferred

All software versions can be lower unless PC format.

Quark XPress 9; Adobe Acrobat PDFx1a; Adobe Photoshop CS2; Adobe Illustrator CS2, Adobe InDesign.

Any other format is not preferred, but may be usable depending on content. For details contact Production Coordinator Jessica Mackay at 518-673-0137 to check compatibility.

ONLINE AD OPPORTUNITIES

Premium Position - 728 x 90 (Horizontal)	\$250/Mo
Right Banner Ad - 300 x 250 (Square)	\$200/Mo
Right Banner Ad - 200 x 200 (Square)	\$150/Mo

Package pricing available.
Ask about our Facebook posting availability.

TERMS OF PAYMENT

EARLY PAY DISCOUNT

Pay at the time of placing ad order and save 5%, 2% net 10 days. Interest due on unpaid balance over 30 days is 1.5% per month yielding annual rate of 18%.

INSERTS & REPOSITIONABLE NOTES

Country Folks Mane Stream will carry free standing inserts at the base rate of \$120 per 1000. One zone minimum. Inserts in excess of 0.75 oz. will be charged at a higher rate. Repositionable notes: Limit one client per issue, per zone. Call for availability and pricing.

CONTACT INFORMATION

Lee Newspapers Inc.	800-218-5586
Sales & Editorial Fax	518-673-2381
Sales - Tina Krieger	tkrieger@Leepub.com
Production Fax	518-673-2699
Production - Jessica Mackay	jmackay@Leepub.com
Editorial - Lorna Quinn	lquinn@Leepub.com

- 3 ISSUES 5% Discount Advertising Requirements: 3 insertions per year
- 6 ISSUES 10% Discount Advertising Requirements: 6 insertions per year
- 10 ISSUES 20% Discount Advertising Requirements: 10 insertions per year

1/8 Page Minimum Requirement

Contract for **6 issues**. Minimum size requirement and receive Equine Service Directory for **10 issues** at no charge

Mid-Atlantic has 12 issues. Contract for 10 add 2 more at the col. inch rate with a 25% discount.

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Title _____

Authorized by (Signature) _____ Date _____

Lee Newspapers Sales Representative _____ Date _____

Lee Newspapers Sales Manager _____ Date _____

Issues to Run
 Mane Stream: _____
 Mid-Atlantic: _____

REGARDING RATE CONTRACTS:
 Should client terminate this contract prior to its maturity, Lee Newspapers reserves the right to back-invoice for the difference between the contract rate and the standard rate. Accounts must be current.

\$20 PER ISSUE

Issues to run in: **Mane Stream** _____
Mane Stream Mid-Atlantic _____

Category / Heading* _____

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Signature _____

Phone () _____ Fax () _____

E-mail _____

Web site _____

Brief Description of Business Services and Products Offered: _____

** Please Note: Use a Heading that describes your business best.*

Return by Fax to 518-673-2381 or mail to Country Folks Mane Stream, P.O. Box 121, Palatine Bridge, NY 13428

If you do not wish to receive any faxes from us, check here and fax back to 518-673-3245

BUSINESS CARDS

Color Glossy Heavy Stock

250 - \$45

500 - \$50

1,000 - \$60

Business Card Magnets

250 - \$65

VEHICLE MAGNETS

18x12 - \$60/pair

18x24 - \$80/pair

24x24 - \$125/pair

Other sizes available.

Printed on heavy duty material.

Can serve as temporary signage for construction sites or other areas.

BANNERS

**Heavy Duty Outdoor Vinyl
Hemmed with Grommets**

Only \$4.25/sq. ft.

Quantity discounts available.

STATIONERY

Carbonless Forms

Business Envelopes

Address Labels

Self Inking Stamps

Stickers

PROMOTIONAL ITEMS

Posters

Post Cards

Invitations

Flyers

Door Hangers

Booklets

CORRUGATED SIGNS

Available up to 4 ft.

Discounted packages available.

Free shipping on most items.