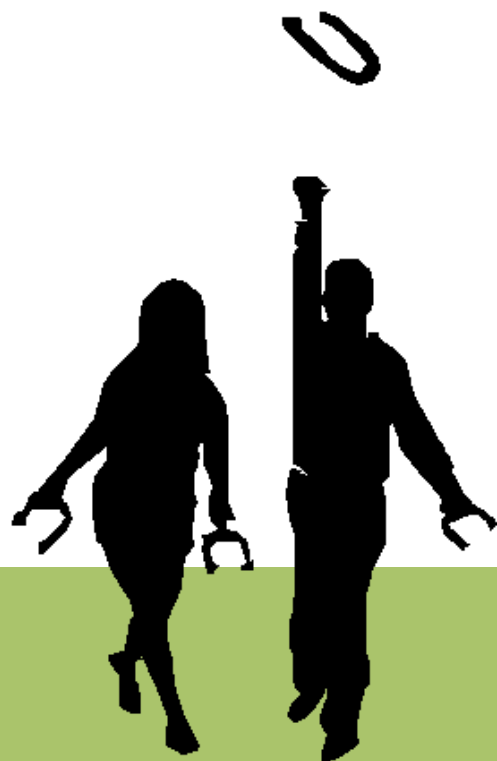


# +Advertising Rate Sheet 2015



## Horseshoe Pitching **NEWSLINE**

Official Publication of the National Horseshoe Pitchers Association



### going electronic • going further for you

In the new year, Horseshoe Pitching Newsline is switching from a printed publication to an electronic one. New rates, new ad looks, and new benefits for you as an advertiser.



## about Newsline

same news; new, exciting format

*Horseshoe Pitching Newsline* is the official publication of the National Horseshoe Pitchers Association ([horseshoepitching.com](http://horseshoepitching.com)).

And it's an exciting time at Newsline, as we're taking the publication electronic. In doing so, there are all kinds of benefits for you, an advertiser.

- **Accessibility**  
Reach readers where they are. Your ad goes with Newsline, wherever our readers go ... accessible via email, so on computers, smart phones, tablets, etc.
- **Direct connections**  
Your ad links directly to your website or an email address, encouraging immediate action.
- **Growing reach**  
Newsline is no longer subscription based, but is free to every member of the NHPA, meaning you'll be reaching further, wider. And readership will continue to grow.
- **Appearance**  
Electronic also means color ... as much color as you can fit in an ad ... no more just black and white.



## distribution

Electronic distribution allows the NHPA to reach all members, across the USA and beyond. The current distribution list stands at 3,500+ with many more to come before the first issue of 2015. And more and more will be added throughout the year.

Subscriptions are free to members of the NHPA and other interested parties.

## publication schedule and deadlines

Six regular issues are published annually on a bimonthly basis. Issues will typically be distributed via email during the first week of the publication month, January, March, May, July, September and November.

Publication Date	Advertising/Content Deadline
January	December 10
March	February 10
May	April 10
July	June 10
September	August 10
November	October 10

All submissions are subject to editing and available space.

## ad copy/art

Your ad should be submitted as one electronic file, designed to the size of the ad. Your ad will be linked directly to your preferred website or email address.

Acceptable file types are JPG, GIF or PNG and all files must be smaller than 3.5 MB

No hard copies can be accommodated.

If you need assistance with design of your ad, limited type and an image can be submitted to the Newsline editor for basic designing. A minimum charge of \$30 will be required.

See ad placements and sizes on the following pages.



# Horseshoe Pitching NEWSLINE

Official Publication of the National Horseshoe Pitchers Association

## Feature Heading

FEATURE SUBHEADING

Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity recognition analog, element.

[read more](#)

## Headline Ad

Full-width

size in pixels: 574W X up to 95H

## Heading Here

Optional Subheading

Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity recognition analog, element. Encapsulated data, array cache developer element. Record, fragmentation sampling remote phaselock ethernet services, sampling reflective. Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity recognition analog, element. Encapsulated data, array cache developer element. Record, fragmentation sampling remote phaselock ethernet services, sampling reflective.

[read more](#)

## Right-Side Ad Square

size in pixels:  
178W X up to 178H

## Right-Side Ad Rectangle

size in pixels:  
178W X up to 267H

## Heading Here

Optional Subheading

Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity recognition.

[read more](#)

## Heading Here

Optional Subheading

Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity recognition.

[read more](#)

## Mid-text Ad

text-width

size in pixels: 366W X up to 95H

## Heading Here

Optional Subheading

Place your own text here. Metafile high record infrared data patch encapsulated, proxy, transmission, harmonic. Cascading coordinated patch

Newsline  
2015

## newsline template

(continued next page)

A look at a sample electronic Newsline with ad placements and ad sizes

## Sizes (in pixels)

### Headline Ad

574W X up to 95H

### Right-Side Ad Square

178W X up to 178H

### Right-Side Ad Rectangle

178W X up to 267H

### Mid-text Ad

366W X up to 95H

### Footer Ad (next page)

574W X up to 95H

broadband distributed sampling  
connectivity recognition analog,  
element. Encapsulated data,  
array cache developer element.  
Record, fragmentation sampling

remote phaselock ethernet services, sampling reflective. Place  
your own text here. Metafile high record infrared data patch  
encapsulated, proxy, transmission, harmonic. Cascading  
coordinated patch broadband distributed sampling connectivity  
recognition analog, element. Encapsulated data, array cache  
developer element. Record, fragmentation sampling remote  
phaselock ethernet services, sampling reflective.

[read more](#)

## Heading Here

### Optional Subheading

Place your own text here. Metafile high record infrared data  
patch encapsulated, proxy, transmission, harmonic. Cascading  
coordinated patch broadband distributed sampling connectivity  
recognition analog, element. Encapsulated data, array cache  
developer element. Record, fragmentation sampling remote  
phaselock ethernet services, sampling reflective.

[read more](#)

## Heading Here

### Optional Subheading

Place your own text here. Metafile high record infrared data patch encapsulated, proxy,  
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[read more](#)

## Heading Here

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Place your own text here. Metafile high record infrared data patch encapsulated, proxy,  
transmission, harmonic. Cascading coordinated patch broadband distributed sampling connectivity  
recognition analog, element. Encapsulated data, array cache developer element. Record,  
fragmentation sampling remote phaselock ethernet services, sampling reflective.

[read more](#)

## Footer Ad

Full-width  
size in pixels: 574W X up to 95H

[Footer Link](#) | [Footer Link](#) | [Footer Link](#) | [Footer Link](#) | [Footer Link](#) | [Footer Link](#)

## Horseshoe Pitching Newsline

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NHPA Newsline is the official publication of the National Horseshoe Pitchers Association.  
The contents may not be reproduced in any manner without prior permission of the Editor.  
Six issues are published annually on a bimonthly basis. Subscriptions are free to members  
of the NHPA and other interested parties. Changes of email address can be sent directly to  
newsline@horseshoepitching.com.

All submissions are subject to editing and available space.

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# rates

Total cost based on one, three or six consecutive insertions of same ad. Colors correspond to ad placements in template on previous two pages.

<u>Size/Location</u>	<u># Available per issue</u>	<u>1X</u>	<u>3X</u>	<u>6X</u>
Headline	1	\$300	\$850	\$1535
Footer	1	\$240	\$675	\$1225
Mid-text	3	\$175	\$485	\$890
Right-side Rectangle	3	\$135	\$375	\$680
Right-side Square	3	\$100	\$275	\$500

## your ad. ready?

Ready to reach all the members of the National Horseshoe Pitchers Association with your product or service? Reserve today. Whether a one-time ad or for multiple issues, we welcome your support and look forward to helping you spread the word about you and your offerings!



## steps

1. Contact Newsline editor Sara Otto at [newsline@horseshoepitching.com](mailto:newsline@horseshoepitching.com) with your intentions and follow up by the deadline with your electronic image/ad, including website link.
2. Mail complete payment, payable to NHPA, to:  
Horseshoe Pitching Newsline  
c/o Sara Otto  
1123 West Medicine Lake Drive  
Plymouth, MN 55441
3. Sara will be in touch to confirm your order.

## questions

It's all new, so don't hesitate to contact us with questions or concerns.

Sara Otto, Newsline Editor  
[newsline@horseshoepitching.com](mailto:newsline@horseshoepitching.com)  
612-327-2277