

Introduction

Launched in 2003, The Harness Edge is an independent publication created to service the harness racing industry in Canada. It exists to inform, educate and entertain the many participants in the sport ranging from British Columbia to Newfoundland.

The Harness Edge is published 11 times a year with a diverse editorial focus that gives the reader more than just the basics. Anchored by the strongest editorial team in racing with support from a far reaching group of racing correspondents, the content is a source of news and commentary second to none.

Advertising Sizes & Prices

Page size	Inches (width/height)	Rates
Full	Live Area 7 1/8 x 9 3/4	\$760
	Trim Area 8 1/8 x 10 7/8	
	Bleed Area 8 3/8 x 11 1/8	
Two-Thirds	7 1/8 x 7	\$595
Half Page	7 1/8 x 4 5/8	\$470
	3 1/2 x 9 3/4	
	4 5/8 x 7 1/8	
One Third	7 1/8 x 3 1/8	\$365
One Quarter	3 1/2 x 4 5/8	\$285
One Sixth	2 1/8 x 4 3/4	\$205

Colour Rates

Standard colour - \$290

Matched (PMS) colour - \$470

4-colour process - \$695

Colour prices listed indicate the additional cost per colour over the black and white advertising rate. Standard colours include red, green, blue, orange and yellow. When ordering matched colour, a Pantone Matching System (PMS) ink number must be specified.

Position Charges (Above earned space rate)

Back cover - 20%

Inside cover - 15%

Centrespread - 20%

Mechanical Requirements

Trim size - 8 1/8 x 10 7/8

Bleed size - 8 3/8 x 11 1/8

Type safe area - 7.237" x 9.882"

Double page size - 15 3/8 x 9 3/4

Double page spread bleed - 16 1/2 x 11 1/8

Preferred Format

The preferred format for digital advertising files are Press Quality PDFs & QuarkXpress for Macintosh, including all supporting files. Files supplied in Illustrator, Photoshop, PC QuarkXpress formats are also acceptable, however advertisements furnished in these formats may incur production and/or conversion charges.

Ads supplied in QuarkXpress should be "collected for output" to include all necessary supporting files. Only postscript fonts are accepted and these should also be submitted with the ad.

Film may also be furnished. Negatives must be right-reading, emulsion side down. All halftone negatives are to be screened to a 150 line screen. An accurate proof must be provided. Photos and images should be scanned at 300 dpi.

Electronic transmission of ads can be sent via FTP using a FTP client or your web browser. Call for URL information.

Advertising Deadlines

Deadline for advertising copy requiring production work is the 10th of each month prior to cover date of the publication (i.e. May 10 for June edition). Camera-ready material must be received by The Harness Edge no later than the 15th of each month. No cancellation accepted after closing date. If advertising copy is not received the publisher reserves the right to repeat advertiser's last advertisement.

Agency Discounts

Black and white rates only are subject to agency discount of 15% when final film is received (electronic files included). Additional production charges may apply if changes or corrections are required. If it is necessary to prepare layouts or produce copy, no commission is allowed.

The Barter House

This section of The Harness Edge serves as a collection area of services and goods for the racing industry. Various sizes of smaller classified type advertisements are available. Call for further details.

Payment Policy

Accounts are billed monthly and due upon receipt. Accounts over 60 days are subject to a carrying charge of 1 1/2% interest per month (18% annually).

The advertiser recognizes that The Harness Edge is not liable for misrepresentations based on the publication of advertising material that is supplied by the advertiser. Advertising liability produced by The Harness Edge is restricted to the cost of space occupied by an erroneous item. Acceptance of copy is subject to publisher's approval.

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