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**Harold Howe**

Office Manager  
**Margaret Howe**

Complimenting the publication  
is the internationally acclaimed news website  
**[www.theharnessedge.com](http://www.theharnessedge.com)**

If something happens in harness racing around the world  
people turn to this site to learn about it.

Comprehensive coverage, efficiently and quickly  
are the characteristics which have made it a staple for every  
following of harness racing around the globe.

The Harness Edge  
- The Standardbred Publication of Choice -  
is published by 1562408 Ontario Limited,  
Brantford, Ontario, Canada

### **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.

# THE HARNESSEDGE

## Advertising Rates

Effective May 1, 2003

1562408 Ontario Limited  
operating as

**The Harness Edge**

98 Paris Road, Unit 1

Brantford, Ontario

Canada N3R 1H9

**Tel 519-752-2800**

**Fax 519-752-2207**

**[www.theharnessedge.com](http://www.theharnessedge.com)**

## 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 monthly 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 RATES (U.S. FUNDS)

Page size	Inches (width/height)	Rates
Full	7 1/8 x 9 3/4	\$535
Two-Thirds	7 1/8 x 7	\$440
Half Page	7 1/8 x 4 5/8	\$375
	3 1/2 x 9 3/4	
	4 5/8 x 7 1/8	
One Third	7 1/8 x 3 1/8	\$300
One Quarter	3 1/2 x 4 5/8	\$235
One Sixth	2 1/8 x 4 3/4	\$150

#### COLOUR RATES

Standard colour - \$235

Matched (PMS) colour - \$350

4-colour process - \$560

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 is QuarkXpress for Macintosh. Files supplied in Illustrator, Freehand, Photoshop, PC QuarkXpress and PageMaker 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. June 10 for July 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.

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