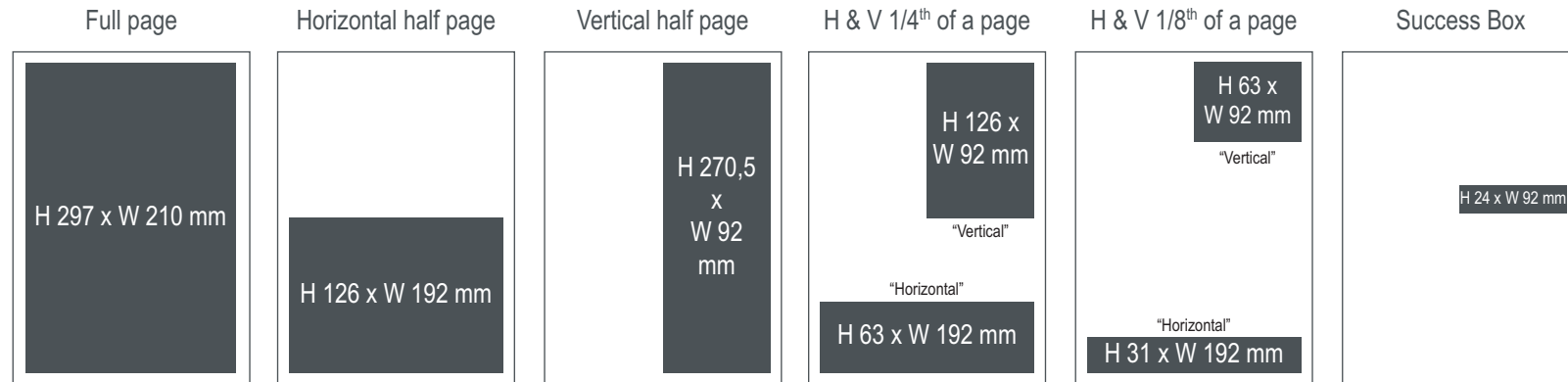


# JOUR DE GALOP • Advertising Rates 2016

The newspaper of the professionals of the bloodstock industry, since 2007 • 8,000 subscribers on the 4<sup>th</sup> January 2016



## RATES FOR ELECTRONIC EDITIONS

All adverts are interactive and can be linked to a website, video, file download etc.

### DEADLINE

- Adverts have to be sent at least the day before the publication before 4 pm.
- Files need to be e-mailed to the addresses below

### TECHNICAL DETAILS

- JPG 300 dpi file only

### CONTACTS

- Elodie DE LAGENESTE: +33.66.999.72.38  
pubjdg@gmail.com
- Justine ELOI: +33.674.38.07.84  
communication.jdg@gmail.com
- Léa ENGUERRAND (English speaking):  
+33.669.25.82.33 - advert.jdg@gmail.com

### € ex-Tax/ad

#### PAGE 1

- Cover (H 297 x W 210mm) 1200
- Strip banner (H 64 x W 196mm) 480

#### FOLLOWING PAGES

- Full Page (H 297 x W 210mm) 750
- Horizontal Half Page (H 126 x W 192mm) 480
- Vertical Half Page (H 270,5 x W 92mm) 480
- Horizontal 1/4<sup>th</sup> of a page (H 63 x W 192mm) 350
- Vertical 1/4<sup>th</sup> of a page (H 126 x W 92mm) 350
- Horizontal 1/8<sup>th</sup> of a page (H 31 x W 192mm) 250
- Vertical 1/8<sup>th</sup> of a page (H 62 x W 92mm) 250

#### OTHER SIZES

- Success Box (Banner in the results: H 24 x W 92mm) 110
- > Automatic Success Box, for all the Winners or the Stakes placed 55
- "Classified Ad" (7 ads/7 consecutive days) 150
- "Classified Ad concerning job offer" (7 ads/7 consecutive days) 300
- Post on our Facebook page 50

Mailing, sponsoring, advert included in the mail sent  
Please contact us

## RATES FOR PRINTED COPIES DURING THE SALES

### Double issue: electronic + printed

Printed in colour and distributed at the sales and in the hotels

**ARQANA:** February 8<sup>th</sup>, August 12<sup>th</sup> to 17<sup>th</sup>, October 18<sup>th</sup> to 21<sup>st</sup>,  
November 14<sup>th</sup> and 15<sup>th</sup>, December 3<sup>rd</sup> to 6<sup>th</sup> 2016

**OSARUS:** September 15<sup>th</sup> and 16<sup>th</sup> 2016

- Full Page €850 ex-Tax (€750 + €100 technical charges\*)
- Half page €530 ex-Tax (€480 + €50 technical charges\*)
- 1/4<sup>th</sup> of a page €400 ex-Tax (€350 + €50 technical charges\*)
- 1/8<sup>th</sup> of a page €280 ex-Tax (€250+ €30 technical charges\*)

*These technical charges include printing and distribution (600 copies)*

### ... Special sizes

### € ex-Tax/ad

- Front cover (H 216 x W 192mm) 1500
- Double top on the front cover (H 45 x W 135mm) 400
- Inside front cover and back cover (H 297 x W 210mm) 1200
- Inside back cover (H 297 x W 210mm) 950

[www.jourdegalop.com](http://www.jourdegalop.com)