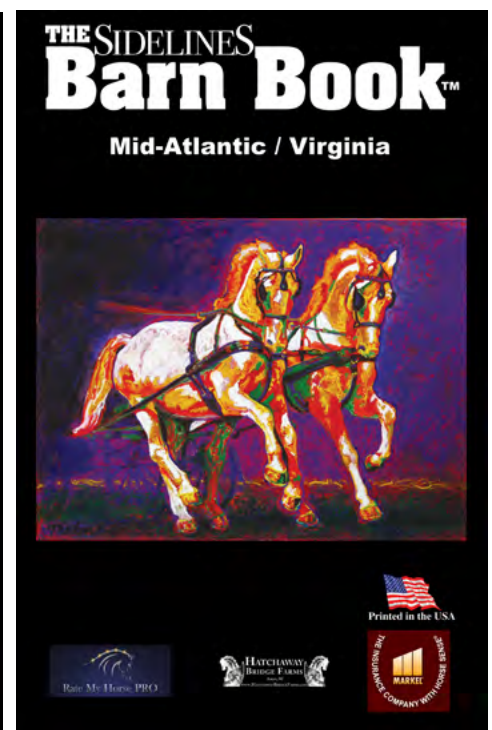
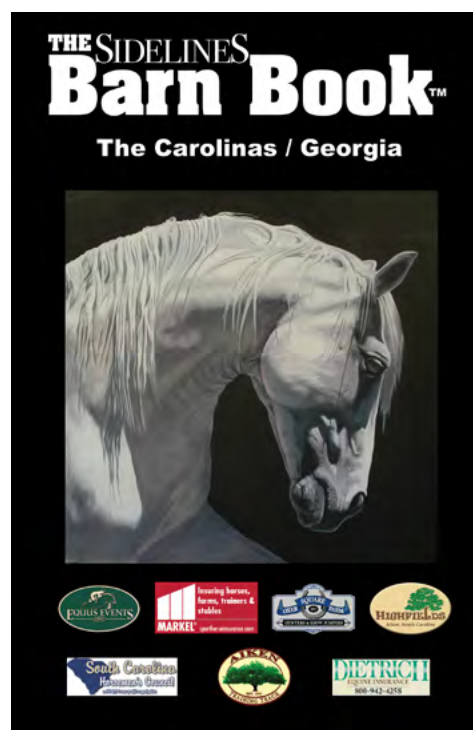


# THE SIDELINES Barn Book™

The Sidelines Barn Book  
P.O. Box 1311  
Johns Island, SC 29457-1311  
[www.TheBarnBook.com](http://www.TheBarnBook.com)

## Media Kit



- Ad prices
- Mechanical specifications
- Availability / Advertising
- Categories
- Contacts

**• Size specifications & Prices for ads**

Web advertising option	Size	Price
Web listing (only) - inside category page	5 lines of text	\$ 75/year
National page - Top three positions on either side (fixed)	200 x 80 pixels	\$600/year
National page - Center, above covers - rotating (4 positions available only)	400 x 80 pixels	\$600/year
National page - Center, below covers - rotating (4 positions available only)	400 x 80 pixels	\$300/year
National page - Top-right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$600/year
National page - Below 3rd position	200 x 80 pixels	\$300/year
Edition page - Top right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$400/year
Edition page - Top 3 banners on either side of page (6 available)	200 x 80 pixels	\$400/year
Edition page - Below 3rd position (on either side)	200 x 80 pixels	\$300/year
Edition page - Below 3rd position (on either side)	200 x 160 pixels	\$500/year
Edition page - Center, below flip book - Rotating banner (4 positions available only)	400 x 80 pixels	\$300/year
Edition page - Center, below rotating banner	400 x 80 pixels	\$500/year
Edition page - Center, below rotating banner	400 x 160 pixels	\$900/year
Category page - Top right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$250/year
Category page - next to web listing	200 x 80 pixels	\$100/year
Category page - Web listing / Web banner combo (fixed)	200 x 80 pixels	\$175/year
Category page - Web listing / Web banner combo (flip)	200 x 80 pixels	\$200/year
Category page - right side top 3 positions (3 available)	200 x 80 pixels	\$100/year
Category page - right side top 3 positions (3 available)	200 x 160 pixels	\$300/year
Category page - right side below third position	200 x 160 pixels	\$125/year
Category page - right side below third position	200 x 80 pixels	\$75/year
Option - use a flip banner (up to 3 slides)	any size	\$25

**• Design rate promotions**

Ad size	Design rate
any size fixed banner	\$ 20
any size flip banner	\$ 30 (up to 3 slides)
Web design	Call to inquire

Prices will not be prorated; website is updated monthly.

Prime placement on the web is subject to availability and corporate approval. No prime placement on the web will be guaranteed without payment in full.

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Shapes shown are only representations of the proportions of web banners.

Actual size visible on website depends on client computer display and browser settings.

When submitting artwork, it should be sized at the specified pixel values with a 72 dpi resolution and RGB color mode.

Accepted formats are: .jpg, .png and .gif. In rotating positions no animated .gif may be used.



200 pixels wide x 80 pixels high



200 pixels wide x 160 pixels high



400 pixels wide x 80 pixels high



400 pixels wide x 160 pixels high

- Availability
- Our process

## AVAILABILITY

- Premium online resource directory for equestrians

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

- Voted #1 resource for equestrians
- No outside advertisers or pop-ups
- Regular updates

## OUR PROCESS

- Submit your contract or renewal with payment
- Submit your web-ready banner or have the Barn Book create one for you
- Review the artwork and submit comments for revision until approved
- You may make up to 2 changes at no extra cost or sign off on proof
- Banner and web listing information is posted within 2 business days from approval
- Within a month from expiration, you will receive a notification to renew
- URL changes during the contract are not billed extra

# THE SIDELINES Barn Book™

Current Barn Book categories. If you can't find your desired category, call us and we'll work with you to find a close match or add one to the list.

- Accommodations
- Accommodations - Bed & Barn
- Accounting
- Acupuncture
- Advertising (see Marketing)
- Air Conditioning
- Air Transportation
- Animal Communications
- Animal Control
- Animal Hospital
- Apparel
- Appliances
- Appraisers
- Architectural Design
- Arenas
- Art & Lifestyle
- Artificial Insemination
- Artists
- Associations, Shows & Events
- Attorneys
- Auctions
- Auto Maintenance & Repairs
- Auto Truck Accs & Detailing
- Auto Truck Sales & Rental
- Banking & Finance
- Barbers & Salons
- Barefoot Trimming
- Barn Accessories & Equipment
- Barn Design & Construction
- Barn Maintenance
- Barns
- Beads (see Jewelry)
- Bed & Breakfast (see Accommodations)
- Bed, Barn & Breakfast
- Bedding
- Beef
- Bicycles
- Blankets Wash & Repair
- Boarding
- Boutiques
- Braiding (see Grooming)
- Breeders
- Builders
- Burial & Removals
- Camps
- Car Service
- Carpet Cleaning
- Carriages
- Cat Breeders
- Catering
- Cemeteries (see Burial & Removals)
- Chamber of Commerce
- Children's Petting Zoo
- Chiropractors
- Cleaning Services
- Clinics
- Clipper Sharpening & Repair
- Clipping & Braiding
- Color
- Computers
- Computers - Networking
- Concierge
- Construction
- Counseling
- Dentists - Equine
- Dentists - Human
- Dog Breeders
- Dog Day Care
- Dog Training
- Driving & Carriages (see Carriages)
- Dry Cleaners
- Electricians
- Embroidery
- Embryo Transfer (see Reproduction)
- Equestrian Events Rental Facilities
- Equine Conditioning
- Equipment (see Tack, Equipment & Accessories)
- Excavating & Trucking
- Excavating (see Grading & Clearing)
- Farm Maintenance
- Farms
- Farrier
- Farrier Supplies
- Feed Dealers
- Fencing
- Fertilizer
- Financial Services (see Banking & Finance)
- Fitness
- Florida Edition Page
- Florists
- Fly Systems
- Foaling
- Freight
- Fuel Distributors
- Furnishings
- Garbage Collection
- Gates
- Gifts
- Golf Carts
- Grading & Clearing
- Graphic Design
- Grooming
- Handyman Services
- Hardware
- Hay
- Health & Nutrition
- Holistic Health
- Home Care
- Home Improvement
- Horse Health
- Horse Parks (see Associations, Shows & Events)
- Horse Sales
- Hotels & Motels (Accommodations)
- Hypnosis
- In Home Care
- Instruction
- Insurance
- Interior Design & Decorating
- Internet Services
- Investigation
- Irrigation
- Jewelry
- Judges
- Jumps
- Land Clearing
- Landscaping
- Lay-ups
- Layovers
- Leather Goods Repair (see Tack Repair)
- Legal (see Attorneys)
- Lightning Rods & Protection
- Limousines - See Car Service
- Manure Removal
- Marketing & Advertising
- Massage Therapy
- Massage Therapy - Equine
- Mid-Atlantic Edition Page
- Mortgages (See Banking & Financial Services)
- Mosquito Control
- Motels (Accommodations)
- Mowing & Pasture Maintenance
- Museums
- Music
- Natural Foods
- Natural Horsemanship
- Organizational Consulting
- Orthopedic Sports Medicine
- Party Rentals
- Pasture Maintenance (see Mowing and Pasture Maintenance)
- Pest Control
- Pet Care
- Pet Sitting
- Photography
- Physical Therapy - Equine
- Plumbing
- Polo
- Pony Parties & Rides
- Pony Rider Concierge
- Property Management
- Psychic Readers
- Publications
- Quarantine
- Racing
- Real Estate
- Rehabilitation
- Rentals
- Reproduction
- Rescues
- Restaurants
- Retirement
- Riding Academy
- Riding Clubs
- Riding Lessons (see Instruction)
- Riding Schools
- Riding Trails
- Roofing
- RV Sales & Rentals
- Saddle Fitting
- Saddle Makers (see Tack Equipment & Supplies)
- Saddle Repair
- Salons (see Barbers & Salons)
- Schools
- Security
- Seeding & Sod (see Landscaping)
- Septic
- Sharpening & Repair
- Shavings
- Shipping and Supplies
- Shows & Events (see Associations, Shows & Events)
- Signs
- Silk Screening & Embroidery
- Sod & Hydro-seeding
- Sound Systems
- Spa - Salon
- Sports Medicine
- Stall Accessories (see Barn Accessories)
- Stall rental
- Stalls (see Barn Accessories)
- Steel & Metal Buildings
- Storage
- Supplements
- Swimming Pools
- Tack Consignment
- Tack Equipment & Supplies
- Tack Repair
- Tack Trunks
- Taxi Cabs
- The Carolinas / Georgia Edition Page
- Therapeutic Riding
- Therapy
- Towing
- Tractors Sales & Repairs
- Trail Rides
- Trailer Accessories & Repairs
- Trailer Sales
- Training
- Transportation
- Travel Agents
- Tree Farms
- Truck & Trailer Repairs
- Trucks (see Auto)
- Tutoring
- Vacations
- Veterinarians
- Veterinarians - Hospice
- Video Production
- Water Purification & Systems
- Website Design & Service
- Wells
- Zoo

**THE SIDELINES**  
**Barn Book™**

• **Contacts**

*For preferred placement and other advertising options, please inquire with the sales representative in your area:*

***Florida:***

*- Sis Hotujec: 561.798.4828 • sish@thebarnbook.com*

***The Carolinas & GA, TN & The Mid-Atlantic:***

*- Jyoti Parry: 561.635.0253 • jyotip@thebarnbook.com*

***Home Office: 561.615.1494***

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