



# TÖLT NEWS

NORTH AMERICA'S ICELANDIC HORSE MAGAZINE

## information

Tölt News is a full color magazine that comes out 2 a year: spring and fall.

We offer two kinds of subscriptions, a 'REGULAR' subscription and a 'SUPER' subscription. The regular consists of the 2 magazines per year, while in the super subscription you receive a calendar and a StudBook in addition to your 2 Tölt News magazines.

Tölt News is filled with everything Icelandic horse related. It is a place where you can find all the information you need about what's going on in the Icelandic horse community in North America and abroad. It also has information about events, breeding, training, tack and travel, resources and events, and so much more!

The calendar will come out around the same time as the fall issue and will be filled with photos from within our Icelandic horse community. Anyone and everyone can submit their photos to be considered for the calendar. We have a panel that then selects the photos that will grace the cover and every month of the calendar. We will do this every year. We invite you to submit your photos! (Deadline September 15th of every year).

The StudBook comes out in February of every year and is filled with many of the stallions of North America, in addition to fantastic and informative articles and advertisements. It is a must-have magazine for anyone interested in the Icelandic horse and in breeding! For further information go to [www.theicelandicstudbook.com](http://www.theicelandicstudbook.com).

### Subscriptions and rates:

**US & Canada REGULAR subscription rates:**  
1 year subscription: 2 issues, \$25  
2 year subscription: 4 issues, \$50

**US & Canada SUPER subscription rates:**  
1 year subscription: 2 issues, 1 calendar, 1 StudBook, \$50  
2 year subscription: 4 issues, 2 calendars, 2 StudBooks, \$100

**International REGULAR subscription rates:**  
1 year subscription: 2 issues, \$50  
2 year subscription: 4 issues, \$100

**International SUPER subscription rates:**  
1 year subscription: 2 issues, 1 calendar, 1 StudBook, \$100  
2 year subscription: 4 issues, 2 calendars, 2 StudBooks, \$200

## become a subscriber

Fill out the form below and mail it to us with your check to:  
Tölt News, PO Box 165, Ancramdale, NY 12503, USA.  
(To pay with a credit card, please go to our website).

Name

Address

City

State

Zip code

Country

Phone number

Email address

Check number and amount enclosed

### What kind of subscription would you like?

US & Canada REGULAR subscription

1 year \$25  2 year \$50

US & Canada SUPER subscription

1 year \$50  2 year \$100

International REGULAR subscription

1 year \$50  2 year \$100

International SUPER subscription

1 year \$100  2 year \$200

### Contact us:

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



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## classified ads

### Rates:

Classified ads are charged by the word count. We offer 20, 30, 40, 50, 60 and 70 words in each classified ad. The ad header is not counted in the word count.

You may also add a photo to any classified ad for an additional charge of \$5 US dollars.

20 words	\$15
30 words	\$20
40 words	\$30
50 words	\$40
60 words	\$50
70 words	\$60

## listing ads

### Rates & info:

Listings are on the page across from our classified ads in every issue on a listings page, with categories of services. The listing of the services includes different types of services, service professionals, trainers, farriers, farms, stallions, etc.

The listing includes the name, address, phone, email and website of the lister. See sample below:

Joe Smith's Equine Service  
123 Equine Avenue  
New York, NY 12345  
(212) 555-6789  
joe@equineservice.com  
www.joesmithequineservice.com

1 listing in 2 issues and on the website for one year, \$40  
1 web listing on the website for 10 years, \$150

## important information

All ads must be camera ready. Artwork can be sent as hard copy, but high resolution TIFF or PDF's are preferred. Files can be emailed to [tolt@toltnews.com](mailto:tolt@toltnews.com) or sent on a CD. All photos should be at a resolution of 300 dpi.

### Deadlines:

Spring issue March 15th  
Fall issue September 15th

## commercial ads

### Rates & sizes:

All of our ads are full color, unless you prefer black and white. We offer 4 sizes with a one time rate, or a two time rate. With the two time rate, we offer up to a 25% discount!

1/8 page	3.9"w x 2.4"h
1/4 page	3.9"w x 5" h
1/2 page	8"w x 5"h OR 3.9"w x 10"h
full page	8"w x 10.5"h
back cover	8"w x 10.5"h or full bleed

Ad sizes	1x rate	2x rate	2x rate for year
1/8 page	\$100	\$75	\$150
1/4 page	\$125	\$100	\$200
1/2 page	\$200	\$175	\$350
Full page	\$300	\$275	\$550
Inside front	\$350	\$325	\$750
Back cover	\$400	\$375	\$750

## tölt news + studbook ads

### Rates & sizes:

Want to advertise in Tölt News AND The StudBook? If you do, there's an extra discount! To qualify you need to take out 2 ads in Tölt News and one in The StudBook.

1/4 page: (2 TN ads) \$200 + (1 SB ad) \$175 - discount = \$350  
1/2 page: (2 TN ads) \$350 + (1 SB ad) \$250 - discount = \$575  
full page: (2 TN ads) \$550 + (1 SB ad) \$325 - discount = \$850

### Free subscriptions for advertisers:

If an advertiser takes out either 2 full or half page ads in TN, they get 2 free TN magazines. To get the calendar they will have to pay \$15. If an advertiser takes out 2 TN and 1 SB full or half page ads, they get 2 free TN and 1 SB magazines. To get the calendar they will have to pay \$15.

## contact information

### Contact Cindy Wescott:

Cindy Wescott, director of advertising  
[ads@toltnews.com](mailto:ads@toltnews.com) | (207) 409 - 0394 | [www.toltnews.com](http://www.toltnews.com)