



2010 Advertising Rate Card

Official Racing Program

The Official Racing Program is the official guide to the Turf Paradise's races and is the most utilized programs in sports. It can provide a connection between racing fans and your business. This program is sold at the track and at over 65 Off Track Betting sites throughout Arizona.

Your message will be seen by Turf Paradise's racing fans
October 1st – May 8th. (220 days)

AD SIZE	SEASON	PER DAY
1/2 Page	\$2,500	\$300
1/4 Page	\$1,500	\$200
1/8 Page	\$ 750	\$100

Horsemen's Overnight Sheet

This sheet is printed on a daily basis and is a key tool for the Horsemen and sophisticated bettors. Limited space available.

Your message will be seen October 1st – May 8th.

AD SIZE	SEASON
1/6 Page	\$500
1/12 Page	\$250

Condition Book

The Turf Paradise Condition Book provides essential information regarding the make up of each day's race card to all the Horsemen; including trainers, owners and Breeders. Turf Paradise Condition Book is published 1 time prior to and 10 times during the race meet.

(October 1 – May 8)

AD SIZE	SEASON	1 INSERTION
Full Page	\$1,500	\$750
1/2 Page	\$1,000	\$500

PROGRAM ADS

1/2 Page
3.6875" x 10.25"

1/4 Page
3.6875" x 4.9375"

1/8 Page
3.6875" x 2.4"

OVERNIGHT SHEET

1/6 Page
3.6875" x 4.25

CONDITION BOOK

Full Page
4.2"x8"

1/2 Page
4.2"x3.95"

Full page ad size available. Please call for more information.

Material Requirements: Press-optimized pdf or eps (fonts converted to outline), tiff or jpeg (200 dpi) or Adobe InDesign CS3 (pc only) with linked artwork and fonts.

All acceptable formats may be submitted by email or provided on a CD.

If you would like us to build your ad, please provide your logo (tiff, jpeg or eps), any artwork and copy you would like in the ad.

Contact: Serena Simms - ssimms@turfparadise.net or 602.375.6403

Material/Technical Questions: Brenda Bogart - graphics@turfparadise.net or 602.375.6463