## Results of 2014 TRA Condition Book Advertising Survey June 2014

Sell ads in How often do you publish the condition condition book? If so, size, price and placement book? Track **Comments** Calder Monthly No Canterbury Park No Full page - (3"x8.5") \$200/month, \$500/quarter, \$1,500/year Half page -(3"x4.25") \$100/month, \$250/quarter, \$750/year Allowed on inside of covers and regular pages Monthly Charles Town Yes Yes 3 by 7 full page \$100.00 1/2 page \$75.00 Every 20 racing days Delaware Park Ellis Park Yes Full page B/W \$300.00 Twice 3 to 4 weeks No Hastings Horsemen's Park No Every 3 weeks 4.5 X 7, price-\$675 IFC, IBC, \$750 middle spread, \$500 all others, 4-8 page, 2 X year Middle of book, 8 page outer signature We print 3,000-4,000 books Keeneland Yes Kentucky Downs Nο Once per year We only offer full page ads. All of our ads are part of a bigger sponsorship packages which include things such as program ads so there isn't a particular price on the condition book ads. We have no particular placement About every 3 to 4 weeks. We print four for our spring meet and two for our fall meet. Lone Star Park Yes agreements The print area is 4 1/2" x 6". We charge \$100 per book Parx and ACRC Yes 14 books per year 7 X 4 1/2; \$350 for the meet; Inside front & back cover Portland Meadows Yes Monthly 4.5 x 7 \$250 for the entire race season, placed right after the race info. and before the stakes/index/race condition information Mainly local feed and tack vendors. Prairie Meadows Yes On average once a month during live racing For further information on advertising in our condition books please contact Wayne There are full page ads and less. The placement is contingent upon request We have recently just done one condition book Sam Houston Yes and size. I will have to contact the marketing dept. for pricing per meet, i.e. TB & QH meets Hodes in the marketing dept. Thanks. Go after the feed dealers first. Once the first any size up to full page, colour if outside or inside cover, b/w if interior pages, one is in the book the others can't not be in Woodbine pricing varies but full page up to \$2k/year. about every 2 weeks, 16 books per year Yes there.

Total: 15 Yes: 10 - No: 5

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