

Results of 2014 TRA Condition Book Advertising Survey

June 2014

Track	Sell ads in condition book? If so, size, price and placement	How often do you publish the condition book?	Comments
Calder	No	Monthly	
Canterbury Park	No		
Charles Town	Yes	Monthly	
Delaware Park	Yes	Every 20 racing days	
Ellis Park	Yes	Twice	
Hastings	No	3 to 4 weeks	
Horsemen's Park	No	Every 3 weeks	
Keeneland	Yes	2 X year	We print 3,000-4,000 books
Kentucky Downs	No	Once per year	
Lone Star Park	Yes	About every 3 to 4 weeks. We print four for our spring meet and two for our fall meet.	
Parx and ACRC	Yes	14 books per year	
Portland Meadows	Yes	Monthly	
Prairie Meadows	Yes	On average once a month during live racing	Mainly local feed and tack vendors.
Sam Houston	Yes	We have recently just done one condition book per meet, i.e. TB & QH meets	For further information on advertising in our condition books please contact Wayne Hodes in the marketing dept. Thanks.
Woodbine	Yes	about every 2 weeks, 16 books per year	Go after the feed dealers first. Once the first one is in the book the others can't not be in there.
Total: 15		Yes: 10 - No: 5	

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