

2018 Advertising Information

Paint Horse Journal



Why advertise?

The *Paint Horse Journal* reaches your target market!

If the Paint Horse community is your target audience, there's no better place to advertise. Hundreds of copies of the current month's issue are sent to all Top 20 APHA shows, as well as other top horse-industry events. Plus, all APHA-carded judges receive a complimentary subscription to the *Journal*!

Help your business reach new heights

and markets—only the *Journal* gives you access to a foreign subscriber base of loyal Paint Horse owners and breeders. Our advertisers tell us the *Paint Horse Journal* has been the best vehicle for selling horses overseas.

The *Paint Horse Journal* is trustworthy!

As the official publication of APHA, the *Journal* makes every effort to ensure that information in advertisements is accurate based on official APHA

records. Our circulation is verified by the U.S. Postal Service—no inflated claims or vague numbers like other publications. Top-quality rates and service means you can trust your advertising budget is well spent.

The *Paint Horse Journal* offers more value!

The *Paint Horse Journal* offers more opportunities than ever to market your horse, program or business at substantial savings.

Plan your year!

Each issue of the *Journal* offers something for everyone, but certain issues offer special advertising opportunities.

PHJ ISSUE	MATERIALS DEADLINE
January <i>2017 APHA World Championship Show Results</i>	November 21
February <i>Ranch Life Issue</i>	December 16
March <i>Breeders' Trust Stallion Showcase</i>	January 24
April <i>2017 Performance Review/Top 20 Section</i>	February 21
May <i>Annual Fashion Guide</i>	March 23
June <i>Youth World Championship Show Program</i>	April 24
July <i>Horse/Farm Care</i>	May 23
August <i>Trainer's Guide</i>	June 20
September <i>APHA World Championship Show Program; Youth World Championship Show Results</i>	July 24
October <i>Cow Horse Issue</i>	August 23
November <i>Reining Issue</i>	September 20
December <i>APHA World Championship Show Top 10 Winners Discount</i>	October 18
January 2018 <i>Stallion Issue</i>	November 17

- ✓ Contract rate discounts
- ✓ Special issues and advertising packages
- ✓ Multiple publication discount
- ✓ Multiple page discount
- ✓ Regional Club discounts
- ✓ On-time materials and timely payment discounts

AND MANY MORE

Consistency builds brand exposure quickly.

Studies show that it takes five to seven exposures to an ad before action is taken. A six-time contract is the bare minimum if you want to build your brand; a 12-time contract is more cost effective and puts your business in front of purchasers each month.

With our low rates and discounts, you can place a full-page, full-color ad in the Journal for as little as \$538.

2018 Breeder & Trainer Advertising Rates

Horse-based businesses that specialize in equine sales (excluding auction companies), training, showing or breeding, and regional horse clubs are eligible for these rates. All production work and custom designer services are available at no extra charge.

All prices are per ad, per issue.

Full Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$800	\$750	\$700	\$650
2/3 Page	\$685	\$650	\$625	\$600
1/2 Page	\$625	\$600	\$525	\$500
1/3 Page	\$495	\$480	\$465	\$415
1/4 Page	\$445	\$420	\$380	\$350
1/6 Page	\$365	\$335	\$320	\$300
Spot Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$750	\$720	\$680	\$625
2/3 Page	\$600	\$550	\$525	\$510
1/2 Page	\$480	\$460	\$435	\$405
1/3 Page	\$395	\$385	\$375	\$340
1/4 Page	\$365	\$335	\$320	\$300
1/6 Page	\$245	\$235	\$225	\$215
Black & White	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$600	\$575	\$550	\$500
2/3 Page	\$535	\$510	\$490	\$445
1/2 Page	\$460	\$440	\$415	\$385
1/3 Page	\$350	\$340	\$330	\$295
1/4 Page	\$315	\$285	\$270	\$250
1/6 Page	\$195	\$185	\$180	\$170

Inside Front, Inside Back and Back Cover

Covers are sold on a yearly, non-cancellable basis.

Inside Front Cover, Full-Color only	\$1,000
Inside Back Cover, Full-Color only	\$900
Outside Back Cover, Full-Color only	\$1,250

First-time Advertiser Special Rates

Full-Page, Full-Color \$700 Half-Page, Full-Color \$500

Horses For Sale and Stallion Alley sections offer Paint Horse, Quarter Horse and Thoroughbred owners and trainers ways to economically advertise horses for sale and/or stallion service. These sections are designed for maximum readability and are similar in format. This section is economically priced, so restrictions apply to layout and design.

- A word-count limitation applies
- All type appears in black
- Typeface at publisher's discretion
- Ads may be edited for clarity, accuracy or to meet word-count limits
- One-horse/one-color photo per ad
- Ad proofs are not provided

STALLION ALLEY

A Tru Rolex
H&B Homozygous Black
Sire: Tru Brewer
Dam: Friday's Ebony/Belle
2017 World Champion, the highest choice for your breeding program. Homozygous for silver and black. Excellent conformation. All-around, pleasure and working world champion. Over 2,000 points, nine daughters, ten foals. Proven performance plus color. All-time Open point-earning stallion in the history.

Fee \$1,200. LIFO, TCSS, MMD, Credit Card accepted.

Justi Velez Performance Horses
Box 904 • Clay, CO 81020-9040
970.624.2172 • justivelez@att.net
www.justivelez.com



Playdun
2008 Red Eye Tobacco
Sire: A Tru Brewer
Dam: CR Play to Stay AQHA
H&B Homozygous Black
H&B Homozygous Black
2017 World Champion, 2016 Show Champion, AQHA Top 50 in the World, BU200 National Horse, AQHA Open, 5 Star National Champion, AQHA Horse Club Champion and more. CC, Cushing, BLS, BLS, and all other cutting and show.

Fee \$600. TCSS, A Collection/Shipping Charges, HERCA and EVA Tested Male. *Special consideration to approved performance and producing males.

Lonny Schneider
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Find us on Facebook @ Paint Dreams Ranch

Dimensions

Full Page

Live Image Area7.25" × 9.25"
 Trim Size8.25" × 10.5"
 Bleed Size8.5" × 10.75"

2/3 Page

Vertical4.5625" × 9.375"

1/2 Page

Vertical4.5625" × 7"
 Horizontal6.9375" × 4.625"

1/3 Page

Vertical2.1875" × 9.375"
 Horizontal4.5625" × 4.625"

1/4 Page

Strip2.1875" × 7.00"
 Vertical3.375" × 4.625"
 Horizontal4.5625" × 3.4375"

1/6 Page

Vertical2.1875" × 4.625"
 Horizontal4.5625" × 2.25"

1/12 Page

Vertical2.1875" × 2.25"

1 Inch

Horizontal2.1875" × 1.0625"

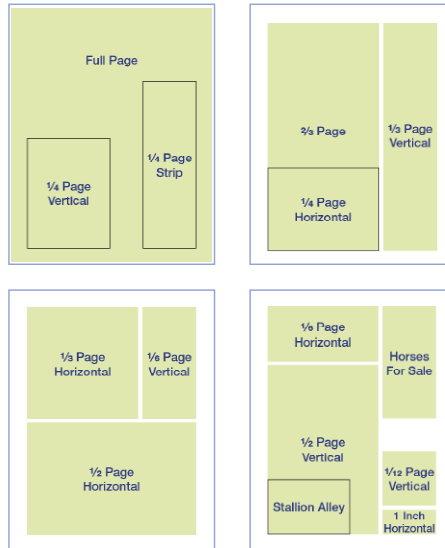
Horses For Sale

Vertical2.1875" × 4.625"

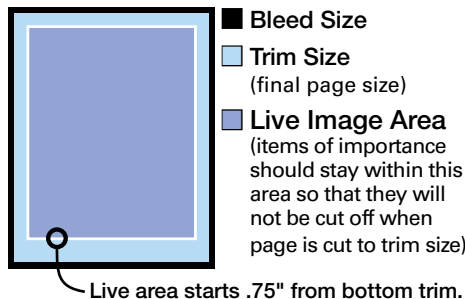
Stallion Alley

Horizontal3.5" × 2.25"

Ad Sizes



Bleed & Trim Specifications



Marketplace ads run on apha.com/phj at no additional charge during the month(s) of publication

Paint Horse Marketplace

Advertise a single horse for sale using a full-color photograph and description.

Horses For Sale	1 Issue	3 Issues	6 Issues	12 Issues
1/6 Page	\$200	\$175	\$150	\$100

Prices are per ad, per issue, • 50-word maximum • Template format • No logos • Single-insertion

Promote your stallion with a full-color photograph and description.

Stallion Alley	1 Issue	3 Issues	6 Issues	12 Issues
1/6 Page	\$200	\$175	\$150	\$100

Prices are per ad, per issue

Business Card Full Color Ads	1 Issue	3 Issues	6 Issues	12 Issues
1/12 Page	\$105	\$100	\$95	\$90
1 Inch	\$90	\$85	\$80	\$65

Prices are per ad, per issue (No stallion service or horse for sale ads)
 • No agency or club discounts apply • These rates apply to all advertisers

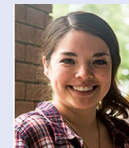
Text-Only Ads

Ad cost is \$1 per word, per issue, with a 10-word minimum (\$10). The advertiser's state will be added at the end of each ad at no charge.

- All ads must be pre-paid
- No agency discounts
- No capital letters, boldface type or centered headings
- No blind ads
- Phone numbers, email addresses and websites count as one word each
- Abbreviations are not necessary, as they count as one word
- Ads can be submitted via mail, email, fax and online
- Ads cannot be accepted over the phone



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