



AMERICAN PAINT HORSE ASSOCIATION

Journal

Now distributed to ALL APHA members ...
this means greater exposure for you!

2022 Advertising Information

Breeders' & Trainers' Edition

Reach your target market!

If the equine community is a part of your target audience, there's no better place to advertise than the *Paint Horse Journal*. Issues are now sent to all APHA members, top APHA shows, as well as other popular horse-industry events.

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 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.



Advertising Calendar

Plan your year!

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

PHJ ISSUE	CAMERA READY AD DEADLINE
January/February <i>Stallion Issue</i>	December 3, 2021 (Materials due 11/26/21 for PHJ-produced ads)
March/April <i>Top 20/Year-End Performance Review</i>	February 18, 2022 (Materials due 2/14/22 for PHJ-produced ads)
May/June <i>APHA World Show Program</i>	April 22, 2022 (Materials due 4/15/22 for PHJ-produced ads)
July/August <i>Trainer's Guide</i>	June 16, 2022 (Materials due 6/9/22 for PHJ-produced ads)
September/October <i>APHA World Show Results</i>	August 1, 2022 (Materials due 7/28/22 for PHJ-produced ads)
November/December <i>Breeders' Stallion Showcase & APHA/WCHA Halter Million Results</i>	October 21, 2022 (Materials due 10/17/22 for PHJ-produced ads)

PHJ ISSUE	CAMERA READY AD DEADLINE
January/February 2023 <i>Stallion Issue</i>	December 2, 2022 (Materials due 11/26/22 for PHJ-produced ads)

Advertising Rates

Consistency builds brand exposure quickly.

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

With our low rates and discounts, you can place a full-page, full-color ad in the *Journal* for a reduced rate off the rate card price.

2022 Breeder & Trainer Advertising Rates

Businesses specializing in breeding, training, showing and selling horses (excluding auction companies) are eligible for the special rates below. Regional horse clubs are also eligible for these rate. Production work and custom design services are available.

All prices are per ad, per issue.

Full Color	1 Issue	3 Issues	6 Issues
Full Page	\$800	\$750	\$650
2/3 Page	\$685	\$650	\$600
1/2 Page	\$625	\$600	\$500
1/3 Page	\$495	\$480	\$415
1/4 Page	\$445	\$420	\$350
1/6 Page	\$365	\$335	\$300
Spot Color	1 Issue	3 Issues	6 Issues
Full Page	\$750	\$720	\$625
2/3 Page	\$600	\$550	\$510
1/2 Page	\$480	\$460	\$405
1/3 Page	\$395	\$385	\$340
1/4 Page	\$365	\$335	\$300
1/6 Page	\$245	\$235	\$215
Black & White	1 Issue	3 Issues	6 Issues
Full Page	\$600	\$575	\$500
2/3 Page	\$535	\$510	\$445
1/2 Page	\$460	\$440	\$385
1/3 Page	\$350	\$340	\$295
1/4 Page	\$315	\$285	\$250
1/6 Page	\$195	\$185	\$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 Rate will be offered on one issue.

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

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

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
1988 Homozygous Black Homozygous Tobiano
Sire: Mr. Brister
Dam: Friday Ebonyface
2011 World Champion! The logical choice for any breeding program. Homozygous black and white. Homozygous tobiano. Three time APHA reserve world champion, over 200 points, two Superior, two REXOs. Proven performance plus solid Arabian type and striking stallion in APHA history.
Fee \$200. LCES, TCSA, MMD, Credit Cards Accepted

Joel Wobish Performance Horses
816-866-4444 • Cell: 314-910-0800
(870) 524-3777 • joel@wobish.com
www.wobish.com

Playdun
2006 Top Gun Sire
Sire: A Top Bobcat
Dam: C/O Play It Smart APHA
**INDUSTRY NEWS LETTER
80 Points
2011 APHA Reserve World Show Champion
RCHA Top Gun for the World, \$5,000 Reserve
RCHA Page 1, 5th Year Old Champion
USBA Top Gun Champion and 1st All American
USBA Young Stallion and All American
Champion of Ability
Fee \$400. TCSA, Colored and Shagging
Chairs, HERA and EVA Tested, Ind.
*Solid contributions to approved
performance and producing lines

Loretta Schaefer
Herald County Park • Surfside, Fla.
(807) 221-9800 • lshaefer@heraldcounty.com
E-mail: lshaefer@heraldcounty.com

Layout Specifications

Contact us!

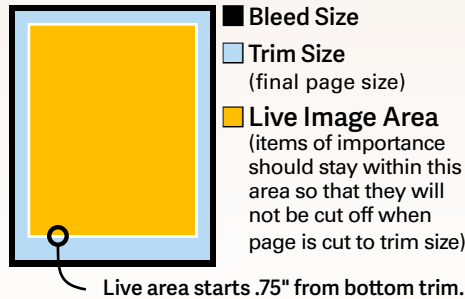
Dimensions

Full Page	
Live Image Area.....	7.25" x 9.25"
Trim Size.....	8.25" x 10.5"
Bleed Size.....	8.5" x 10.75"
2/3 Page	
Vertical.....	4.5625" x 9.375"
1/2 Page	
Vertical.....	4.5625" x 7"
Horizontal.....	6.9375" x 4.625"
1/3 Page	
Vertical.....	2.1875" x 9.375"
Horizontal.....	4.5625" x 4.625"
1/4 Page	
Strip.....	2.1875" x 7.00"
Vertical.....	3.375" x 4.625"
Horizontal.....	4.5625" x 3.4375"
1/6 Page	
Vertical.....	2.1875" x 4.625"
Horizontal.....	4.5625" x 2.25"
1/12 Page	
Vertical.....	2.1875" x 2.25"
1 Inch	
Horizontal.....	2.1875" x 1.0625"
Horses For Sale	
Vertical.....	2.1875" x 4.625"
Stallion Alley	
Horizontal.....	3.5" x 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
1/8 Page	\$200	\$175	\$100

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

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

Stallion Alley	1 Issue	3 Issues	6 Issues
1/8 Page	\$200	\$175	\$100

Prices are per ad, per issue

Business Card Full Color Ads	1 Issue	3 Issues	6 Issues
1/12 Page	\$105	\$100	\$90
1 Inch	\$90	\$85	\$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 - Classified Section

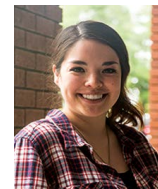
Ad cost is \$1 per word, per issue, with a 10-word minimum (\$10). The advertiser's state will be added at the end of each ad at no charge.

- All ads must be pre-paid
- No agency discounts
- Text formatting is set by *Paint Horse Journal*
- 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 submitted over the phone

Journal



Matt Arias
Director of Incentive Programs and Advertising
(817) 222-6441 - office
(817) 834-3152 - fax
marias@apha.com



Desiree Mills
Communications & Marketing Specialist
(817) 222-6404 - office
(830) 703-0490 - cell
(817) 834-3152 - fax
dmills@apha.com



Sunny Bates
Sales Representative
(817) 219-7985 - office
(817) 834-3152 - fax
sbates@apha.com



Freddie Alexander
Sales Representative
(817) 222-6419 - office
(817) 312-7448 - cell
(817) 834-3152 - fax
falexander@apha.com



Kurt Crawford
Director of Business Development
(817) 222-6445 - office
(720) 878-7503 - cell
(817) 834-3152
kcrawford@apha.com

Paint Horse Journal is an award-winning publication year after year!

