



Now distributed to ALL APHA members ...

this means greater exposure for you!

2023Advertising 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

Advertising Rates

Plan your year!

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

CAMERA READY

January 7, 2024

(Materials due 12/29/23

for PHJ-produced ads)

PHJ

Spring

Stallion Issue

ISSUE	AD DEADLINE
Spring Stallion Issue	January 6, 2023 (Materials due 12/30/22
	for PHJ-produced ads)
Summer	April 28, 2023
World Show Program, Trainer's Guide	(Materials due 4/14/23 for PHJ-produced ads)
Fall	August 4, 2023
World Show Results Issue, Breeders' Showcase, Halter Million Preview	(Materials due 7/28/23 for PHJ-produced ads)
Winter	October 27, 2023
Halter Million Results, Breeders' Showcase	(Materials due 10/20/23 for PHJ-produced ads)
PHJ	CAMERA READY
ISSUE	AD DEADLINE

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

Consistency builds brand exposure quickly.

A two-time contract is the bare minimum if you want to build your brand; a four-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.

2023 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	2 Issues	4 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	2 Issues	4 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	2 Issues	4 Issues
Full Page	\$600	\$575	\$500
2/3 Page	\$535	\$510	\$445
1/2 Page	\$460	\$440	\$385
⅓ 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

There is a supplement fee for advertising in the APHA World Show Program distributed at the APHA World Show. (i.e. Full Page = \$295 supplement fee)

Horses For Sale and Stallion Service 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
- One-horse/one-color photo per ad
- All type appears in black
- Ad proofs are not provided
- Typeface at publisher's discretion
- · Ads may be edited for clarity, accuracy or to meet word-count limits





Layout Specifications

Contact us!

Dimensions

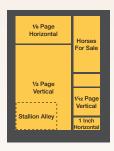
Full Page Live Image Area......7.25" x 9.25" Bleed Size8.5" x 10.75" 2/3 Page 1/2 Page 1/3 Page Horizontal4.5625" x 4.625" 1/4 Page Horizontal4.5625" x 3.4375" 1/6 Page 1/12 **Page** 1 Inch Horizontal2.1875" x 1.0625" Horses For Sale Stallion Alley

Ad Sizes

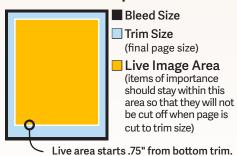








Bleed & Trim Specifications



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	2 Issues	4 Issues
1/6 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	2 Issues	4 Issues
1/8 Page	\$200	\$175	\$100
Prices are per ad, per issue			

Business Card Full Color Ads	1 Issue	2 Issues	4 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
 Ads can be submitted via mail. and websites count as one word
- Abbreviations are not necessary, as they count as one word
- email. fax and online
- · Ads cannot be submitted over the phone





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