

# 2023 Advertising Information



# Journal

AMERICAN PAINT HORSE ASSOCIATION



**Distributed to  
ALL APHA members**  
means greater exposure for you!

## 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

**Spring**  
*Stallion Issue*  
January 6, 2023  
(Materials due 12/30/22  
for PHJ-produced ads)

**Summer**  
*World Show Program,  
Trainer's Guide*  
April 28, 2023  
(Materials due 4/14/23  
for PHJ-produced ads)

**Fall**  
*World Show Results Issue,  
Breeders' Showcase,  
Halter Million Preview*  
August 4, 2023  
(Materials due 7/28/23  
for PHJ-produced ads)

**Winter**  
*Halter Million Results,  
Breeders' Showcase*  
October 27, 2023  
(Materials due 10/20/23  
for PHJ-produced ads)

### PHJ ISSUE

### CAMERA READY AD DEADLINE

**Spring**  
*Stallion Issue*  
January 7, 2024  
(Materials due 12/29/23  
for PHJ-produced ads)

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

# Commercial Advertising Rates

## Commercial Advertising Rates

Businesses that sell commercial products like tack, trailers, clothing, consumables, auction services, insurance or offer manufactured goods or services other than those offered by a breeder or trainer are eligible for these rates.

Advertisers submitting camera-ready ads, on-time and in accordance with *Paint Horse Journal* digital specifications are eligible for a 15% discount. All prices are per ad, per issue.

Full Color	1 Issue	2 Issues	4 Issues
Full Page	\$1,125	\$1,091	\$933
2/3 Page Vertical	\$900	\$873	\$746
1/2 Page Vertical	\$788	\$764	\$653
1/2 Page Horizontal	\$788	\$764	\$653
1/3 Page	\$675	\$655	\$560
1/4 Page	\$563	\$546	\$467
1/6 Page	\$450	\$437	\$373

Black & White	1 Issue	2 Issues	4 Issues
Full Page	\$925	\$897	\$767
2/3 Page Vertical	\$740	\$718	\$614
1/2 Page Vertical	\$648	\$628	\$537
1/2 Page Horizontal	\$648	\$628	\$537
1/3 Page	\$555	\$538	\$460
1/4 Page	\$463	\$449	\$384
1/6 Page	\$370	\$359	\$307

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

### Inside Front, Inside Back and Back Cover

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

Inside Front and Inside Back Covers, Full-Color only.....	\$1,455
Outside Back Cover, Full-Color only.....	\$1,695

### Paint Horse Marketplace

Advertise a 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

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

Stallion Alley	1 Issue	2 Issues	4 Issues
1/6 Page	\$200	\$175	\$100

Prices are per ad, per issue

# Layout Specifications

Contact us!

## Dimensions

### Full Page

Live Image Area ..... 7.25" × 9.25"  
Trim Size ..... 8.25" × 10.5"  
Bleed Size ..... 8.5" × 10.75"

### 2/3 Page

Vertical ..... 4.5625" × 9.375"

### 1/2 Page

Vertical ..... 4.5625" × 7"  
Horizontal ..... 6.9375" × 4.625"

### 1/3 Page

Vertical ..... 2.1875" × 9.375"  
Horizontal ..... 4.5625" × 4.625"

### 1/4 Page

Strip ..... 2.1875" × 7.00"  
Vertical ..... 3.375" × 4.625"  
Horizontal ..... 4.5625" × 3.4375"

### 1/6 Page

Vertical ..... 2.1875" × 4.625"  
Horizontal ..... 4.5625" × 2.25"

### 1/12 Page

Vertical ..... 2.1875" × 2.25"

### 1 Inch - Classified Section

Horizontal ..... 2.1875" × 1.0625"

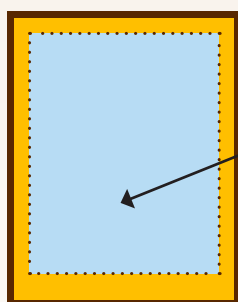
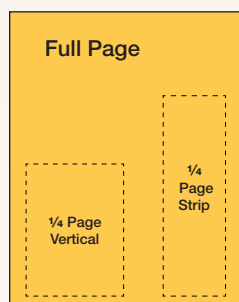
### Horses For Sale

Vertical ..... 2.1875" × 4.625"

### Stallion Alley

Horizontal ..... 3.5" × 2.25"

## Ad Sizes



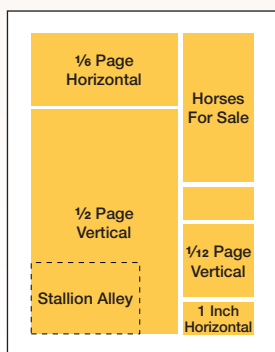
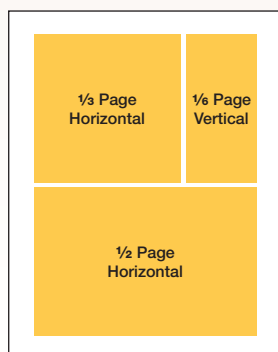
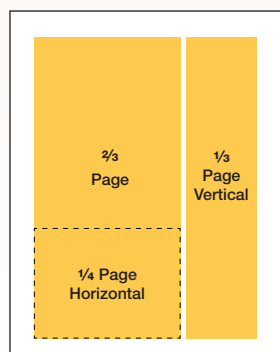
### FULL PAGE LAYOUT

■ Bleed Size

■ Trim Size (final page size)

■ Live Image Area (items of importance should stay within this area so they will not be cut off when page is cut to trim size)

Live area starts .75" from bottom trim.



# Journal



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## Paint Horse Journal

is an award-winning publication year after year!





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