



AMERICAN PAINT HORSE ASSOCIATION

# Journal



## 2024 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 as well as other popular horse-industry events.

Help your business reach new heights and markets—the *Journal* gives you exclusive access to a foreign member 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 mean you can trust your advertising budget is well spent.

#### The *Paint Horse Journal* offers more value!

The *Paint Horse Journal* offers digital advertising and goes to all members so you reach a great deal of the Paint Horse population. Market your horse, program or business at substantial savings today.



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

# Advertising Calendar

## Get Noticed

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

PHJ ISSUE	CAMERA READY AD DEADLINE
Spring <i>Stallion Issue</i>	January 5, 2024 <small>(Materials due 12/29/23 for PHJ-produced ads)</small>
Summer <i>World Show Program, Trainer's Guide</i>	April 26, 2024 <small>(Materials due 4/12/24 for PHJ-produced ads)</small>
Fall <i>World Show Results Issue, Breeders' Showcase, Halter Million Preview</i>	August 2, 2024 <small>(Materials due 7/26/24 for PHJ-produced ads)</small>
Winter <i>Halter Million Results, Breeders' Showcase</i>	October 25, 2024 <small>(Materials due 10/18/24 for PHJ-produced ads)</small>
PHJ ISSUE	CAMERA READY AD DEADLINE
Spring <i>Stallion Issue</i>	January 6, 2025 <small>(Materials due 12/27/24 for PHJ-produced ads)</small>

## Plan your year with a custom package!

Contact a sales rep today to get set up.

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

# Advertising Rates

## 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.**

### 2024 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
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

*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
- 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

**Horses For Sale**

**Unnamed Filly**  
2022 Double Homozygous Filly

Sire: A Shining Rolex  
Dam: Docs Painted Frosty Lady

This Stud is homozygous for Tobiano and for the black gene. Her pedigree includes: A. Nicholas, City Bell, Drummer, Zebra, Spunk, and Ina Galant, etc. A great prospect for the show pen!

**Joni Voloshin Performance Horses**  
PO Box 200  
Chick, CO 81626  
afroh@jonihorse.com  
970-624-3727




**Stallion Service**

**Diablos Painted Doc**  
2023 Bay Tobiano  
Sire: JM Red Double  
Dam: Docs Chandella

2023 World Champion Limited Amateur Working Cow Horse  
2020 World Champion Senior Working Cow Horse  
2019 Reserve World Champion Senior Working Cow Horse  
2020 Honor Roll Senior Working Cow Horse  
2020 Honor Roll Junior Working Cow Horse  
2021 and 2022 Money-earner Super Sire  
2015 EquiStar Leading Reserve Cow Horse Sires List

**\$950, Frozen Semen Only**  
LFG, TCSSA, MMD, TFSA, EVA Tested  
Neg/Vac, 6 PANEL W/N

**Paynter's Paint Ranch**  
Paynter's Paint Ranch  
Peggy Cummings  
(202) 688-3877 • (202) 263-8048  
ppr@paynterspaint.com  
www.paynterspaint.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"

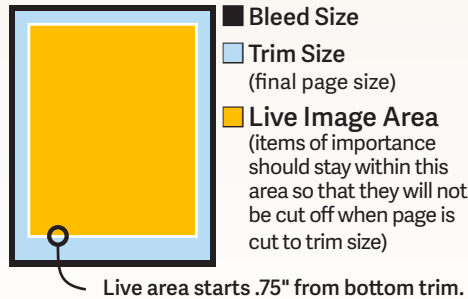
### Stallion Alley

Horizontal.....3.5" x 2.25"

## Ad Sizes



## Bleed & Trim Specifications



# Journal



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



**Sunny Bates**  
 Sales Representative  
 (817) 219-7985 - office  
 (817) 834-3152 - fax  
[sbates@apha.com](mailto:sbates@apha.com)



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

Marketplace ads run on [apha.com/phj](http://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 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

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

