

STALLION ALLEY

STALLION ALLEY is the first place breeders turn when searching for the ideal sire. Economically priced and arranged in an easy-to-read format, this templated ad directory is one of the most popular sections of the magazine.

Each ad is 1/8 page with one color photo and a brief description (35-word maximum). Ad proofs are not provided.

Only \$200. Discounts available with signed contract.

All ads appear on *painhorsejournal.com*, at no additional charge, during the months of publication.

Photo, form and payment must be received in our office by the 20th of the month, two months prior to issue date. Exceptions are the June/July issue (April 16) and November/December issue (October 15). If you plan to advertise in three or more issues, ask about our discounted rates.

Stallion's Name

Organizations

Year • Color • Pattern

Sire: Name

Dam: Name

Description of your stallion: i.e. characteristics, behavior, measurements etc.

Accomplishments in the show ring, Title and points earned etc. and more...

Fee: \$Amount, Guarantees, Services

Farm/Ranch Name

Contact 2

Contact 3

Contact 4

Contact 5

Contact 6



1 Fill out the information below. *Please type or print clearly.*

Registered Name: _____ Breed: APHA AQHA JC PtHA Year: _____ Registered Color: _____

Pattern: Overo Tobiano Tovero Solid Paint-Bred Homozygous Tobiano Homozygous Black Gene

Sire: _____ QH TB Dam: _____ QH TB

EACH LINE CAN HAVE A MAXIMUM OF 36 CHARACTERS, ONE CHARACTER PER BOX.

Farm Name: _____

Contact 2: _____

Contact 3: _____

Contact 4: _____

Contact 5: _____

Contact 6: _____

2 Choose the options and list the fees for your stallion. Choose Incentive Logos (3 Maximum)

LFG - Live Foal Guarantee

LCFG - Live Colored Foal Guarantee

TCSA - Transported Cooled Semen Available

TFSA - Transported Frozen Semen Available

LB - Limited Booking

MMD - Multiple Mare Discount

EBD - Early Booking Discount

HYPP N/N - Hyperkalemic Periodic Paralysis Negative

HYPP N/H - Hyperkalemic Periodic Paralysis Carrier

OLWS Neg - Overo Lethal White Syndrome Negative

EVA Tested Neg/Vac - Equine Viral Arteritis

APHA Breeders' Trust

APHA Breeders' Futurity Gold

APHA Breeders' Futurity Platinum

NSBA

Other _____

First Shipment Free

Introductory

Stud Fee \$ _____

Booking Fee \$ _____

Chute Fee \$ _____

V/MC - Visa/Mastercard Accepted

PayPal

3 Write your ad.

Six lines of type, 43 characters in each line, one character per box below. The only abbreviations allowed are the acronyms listed in Step 2. One stallion per ad. "AQHA" and "TB" must follow horse's name where applicable and count as one word. "Unofficial" will be added to APHA title, points or awards not reflected in APHA records and will be included in the overall word count. Please print clearly and legibly. The *Journal* is not responsible for errors due to illegible handwriting. Advertising containing pedigrees or claims regarding points and titles earned by individual horses must accurately reflect the records maintained by APHA. Copy that is in variance with official APHA records, as compiled by the Registration and Performance Departments, will be changed as necessary without consent of the advertiser.

EACH LINE CAN HAVE A MAXIMUM OF 43 CHARACTERS, ONE CHARACTER PER BOX.

4 Select your method of payment. *All ads must be prepaid, unless a signed contract is on file.* Check Enclosed VISA MasterCard American Express

APHA ID Number: _____ Card Number: _____ Exp. Date: _____ CVV#: _____

Cardholder's Name: _____ Signature: _____

PRINT CLEARLY

5 How will your photo be sent? (If an outside photographer sends the photo, please make sure they include your name.)

Outside Photographer Email Print via USPS

6 Email, mail or fax this form to:

Paint Horse Journal Advertising Department • P.O. Box 961023 • Fort Worth, Texas 76161
 marias@apha.com • Fax: (817) 834-3152

For more information, contact Matt Arias
 at (817) 222-6441 or marias@apha.com

