



AMERICAN PAINT HORSE ASSOCIATION

Journal

2020 Advertising Information

Breeders & Trainers Edition

The *Paint Horse Journal* reaches your target market!

If the equine community is your target audience, there's no better place to advertise than the *Paint Horse Journal*. Copies of the current issues are sent to top APHA shows, as well as other popular horse-industry events. Plus, all APHA-carded judges receive a complimentary subscription to the *Journal*!

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.

PHJ ISSUE MATERIALS DEADLINE

January/February December 2, 2019

Stallion Issue; Western National Results

March/April February 17, 2020

Top 20/Year-End Performance Review

May/June April 7, 2020

Youth World Championship Show Program

July/August June 9, 2020

Trainer's Guide; Horse and Farm Care Issue

September/October July 16, 2020

APHA World Championship Show Program;

Youth World Championship Show Results

November/December October 6, 2020

APHA World Championship Show Results;

Breeders' Showcase

PHJ ISSUE MATERIALS DEADLINE

January/February November 30, 2020

Stallion Issue; Western National Results

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.

2020 Breeder & Trainer Advertising Rates

Horse-based businesses that specialize in equine sales (excluding auction companies), training, showing or breeding, and regional horse clubs are eligible for these rates. All production work and custom designer services are available at no extra charge.

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
1996 Homogeneous Black
European Saddle
Sire: Yu Braker
Dam: French Story/Elle
2011 Most Wanted! The legal horse
for sale and back. Four time Oregon
champion. Breeding of the season
Awarded: 2011, 2012, 2013, 2014
Superior, 1st RFAA, Proven performance
proven in Oregon and many other
shows in NW history.
Fee \$1200. CMA, TCCA, MHC, CASH
Callie accepted.

Just Winch Performance Horses
800-863-1111 • Fax: 502-634-0000
8000 S. 24th St. • Arcadia, MO 64010
www.justwinch.com



Playdium
2009 Paint Buck Saddle
Sire: A. Star Babbitt
Dam: CR Play II Smart AQHA
*Horse of the Year
*2010 Horse of the Year
*2011 Horse of the Year
*2012 Horse of the Year
*2013 Horse of the Year
*2014 Horse of the Year
*2015 Horse of the Year
*2016 Horse of the Year
*2017 Horse of the Year
*2018 Horse of the Year
*2019 Horse of the Year
*2020 Horse of the Year
Fee \$500. TCCA, Collectors/Shipping
Charges, HFCB and CMA, Saddle Feeds.
*Special consideration to approved
performance and producing breeds.

Sarah's Schaefer
Paint Horse Breeder • Saddle Feeds
407-271-1100 • sarah@schaefer.com
P.O. Box 100 • Saddle Feeds, MO

Layout Specifications

Contact us!

Dimensions

Full Page

Live Image Area7.25" × 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

Strip2.1875" × 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

Horizontal.....2.1875" × 1.0625"

Horses For Sale

Vertical.....2.1875" × 4.625"

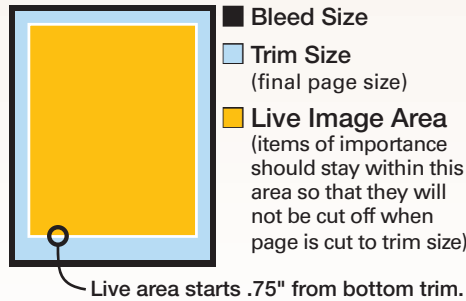
Stallion Alley

Horizontal.....3.5" × 2.25"

Ad Sizes



Bleed & Trim Specifications



Journal



Matt Arias
 Director of Breeders' Trust/
 Breeders' Futurity and
 Advertising
(817) 222-6441 - office
(817) 834-3152 - fax
marias@apha.com



Desiree Heath
 Sales Representative
(817) 222-6404 - office
(830) 703-0490 - cell
(817) 834-3152 - fax
dheath@apha.com



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



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

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
1/6 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	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

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

