



AMERICAN PAINT HORSE ASSOCIATION

Journal

Now distributed to ALL APHA members ...
this means greater exposure for you!

2021 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, 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.



Layout Specifications

Contact us!

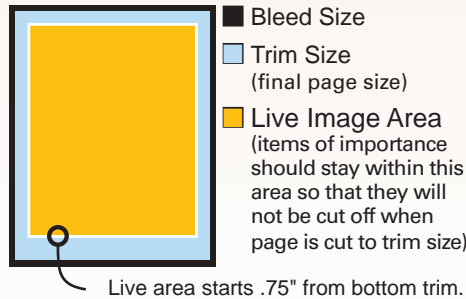
Dimensions

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	
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



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

Journal



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

