



January 1, 2010

Greetings!

The American Hackney Horse Society would like to invite you to participate as an advertiser in the **American Hackney Horse Society 2009-2010 Membership Directory**. The Directory is designed to provide a compact and easy to use resource book for owners, breeders, trainers, and anyone interested in the Hackney breed. By advertising in **The Directory** you receive continuous exposure and if you think about it, this is cheaper than a one time advertisement in a weekly publication!

The Directory will include an alphabetical active Members (as of February 2009) index. Each member listing will include home, office, barn, cell, and fax numbers along with e-mail and website addresses for those on file. Additional indexes will include members by state or country for quick reference, Regional Organizations, and our By-Laws. Advertising in **The Directory** is a very cost effective way to promote the Hackney Industry and help the Society.

Reserve your space now! A contract and mechanical requirements sheet is attached for your convenience. Please sign and return the contract by February 28, 2010.

If you have any question about your advertisement, please do not hesitate to call the AHHS office. Thanks for your continued support.

Best regards,

Scott Seils
Chair, AHHS Membership Directory

American Hackney Horse Society 2009-2010 Membership Directory

Phone: 859-255-8694 Fax: 859-255-0177 Email: ahhscl@qx.net

Rates and Specifications

		Full payment by February 28, 2010	Billed After February 28, 2010
Space Charges:	Full-page black and white	\$200.00 - includes one photograph	\$225.00
	Full-page full-color (4-color)	\$570.00 - includes one photograph	\$600.00
	Half-page black and white	\$125.00 - includes one photograph	\$150.00
	Half-page full color (4-color)	\$395.00 - includes one photograph	\$425.00
	Business Card Ad (black & white)	\$25.00 - text & logo only	
	* Additional photographs \$18.00 each.		
Preferred Positions:	Inside front cover (full-color only)	To be auctioned during 2010 LBS Stallion Auction	
	Outside back cover (full-color only)	To be auctioned during 2010 LBS Stallion Auction	
	Inside back cover (full-color only)	\$570.00	\$600.00
	Premium locations	\$50.00	

Production Information: All full-color and one extra color advertisements must be camera ready.
Camera ready art work only

Mechanical Data:

trim	5 1/2" wide x 8 1/2" tall
image size	4 1/2" x 7 1/2"
bleed size	5 3/4" x 8 3/4"
half horizontal	4 1/2" x 3 3/4"
half vertical	2 1/4" x 7 1/2"

Electronic files should be sent as PDF, EPS, AI or TIF.
Line screens: color at 150; black at 133

Deadlines: February 28 to reserve space. Advertising materials due by March 15.

To reserve space, please complete and return to:

**American Hackney Horse Society
4059 Iron Works Parkway, Suite A-3, Lexington, KY 40511**

Please reserve _____ page (s) in the American Hackney Horse Society Membership Directory for

Advertiser's Name: _____

Address: _____

Signed: _____ Telephone: _____ Fax: _____

Check # _____ Dated: _____ Amount Enclosed: \$ _____

My advertisement will be prepared by: _____ Telephone #: _____