



American Hackney Horse Society, Inc. New sletter Advertising Opportunities

AHHS Official Quarterly Newsletters Deadlines:

Winter Issue.....January 30 deadline for ads and editorial
Spring Issue.....April 15 deadline for ads and editorial
Summer Issue.....August 15 deadline for ads and editorial
Fall IssueOctober 15 deadline for ads and editorial

Newsletter Advertising Rates And Sizes

The AHHS newsletter is printed on 11" by 17" paper and folded to trim to 8.5" wide by 11.0" tall and is printed on cream paper with maroon print with a stapled binding. The newsletter is produced on a PC and digital files are preferred. The newsletter is distributed to AHHS members in good standing and handed out at the promotional booth at various equine events throughout the year. Advertisements are prepaid to the American Hackney Horse Society, 4059 Iron Works Parkway, A-3, Lexington, KY 40511. Ad materials should be emailed to ahhscsl@qx.net

Business Card Advertisements:

Business cards measure about 2" tall and 3.5" wide. The ad may include a logo in a jpeg or tiff file set a 300 dpi. Text and the logo for the ad should be email to ahhscsl@qx.net. There is no word limit only a size limit.

Business Card.....1 time rate \$15.00
Business Card.....4 time rate \$50.00

Display Advertising:

Full-Page:

A full-page ad measures about 7.50" wide by 10.0" tall. Jpegs and tiff files are preferred with the resolution set at 300 dpi. Email ahhscsl@qx.net for bleed information.

Full Page.....1 time rate \$200.00
Inside Front Cover.....1 time rate \$275.00
Back Cover1 time rate \$300.00

Half-Page:

A half page horizontal ad measures 7.5" wide by 5.0" tall

A half page vertical ad measures 3.75" wide by 10.0" tall

Half page 1 time rate \$100.00
Half page..... 4 time rate \$350.00

Quarter-Page:

A quarter page ad measures 3.75" wide by 5" tall. Digital photographs and logos are preferred in a jpeg or tiff file at 300 dpi.

Disclaimer

It is the responsibility of the advertisers to obtain permission for use of photographs, copy write protected materials, and/or endorsements. The AHHS does not accept responsibility for opinions or facts of writers, or assume liabilities for claims of advertisers.

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