



A M E R I C A N
H O R S E C O U N C I L

AHC 2012 Horse Industry Directory Advertising and General Listing Opportunities

AHC's Horse Industry Directory has thousands of equine listings and resources that will help any user find important information relating to the horse industry including breed registries; racing, rodeo, show, sport, and trails organizations; equine health and welfare organizations; interstate health requirements; statistical information on the horse industry; and an index of all the listings and telephone numbers are provided for easy access.

The AHC has announced that it will be offering a new section for 'Service Providers' in its 2012 Horse Industry Directory. This new section will include attorneys, accountants, farms, farriers, feed companies, shippers, trainers, veterinarians, and more.

Make an Impact - List or Advertise Your Business Today!

Inside Back Cover (*Limited Space Available - only one per issue*)

_____ \$3000

Premier Placement on Directory Tabs (*Limited Space Available*)

_____ \$1500 for a Full Page 4-color ad with Right-Page Placing Guaranteed

_____ \$1200 for a Full Page Black & White ad with Right-Page Placing Guaranteed

_____ \$1350 for a Full Page 4-color ad

_____ \$1050 for a Full Page Black & White ad

_____ \$ 950 for a Half Page 4-color ad

_____ \$ 800 for a Half Page Black & White ad

General Advertising

_____ \$1000 for a Full Page 4-color ad

_____ \$ 850 for a Full Page Black & White ad

_____ \$ 650 for a Half Page 4-color ad

_____ \$ 500 for a Half Page Black & White ad

_____ \$ 375 for a Quarter Page Black & White ad

Listings (*all listings includes Business name, address, contact info, website and up to 30 word description*)

_____ \$ 175 for Listing in 2012 Directory

_____ \$ 25 Add your logo to any listing

Memberships with Listing (*discounts for new members or upgrades only*)

_____ **Cabinet \$1,000** - includes Free Listing, Horse Owners and Breeders Tax Handbook, Economic Impact Study, Washington Updates, Tax Bulletins, AHC NEWS, and more!

_____ **Presidential \$5,000** - includes Free Half Page Ad Space, Free Listing, Horse Owners and Breeders Tax Handbook, Economic Impact Study, Washington Updates, Tax Bulletins, AHC NEWS, and more!

Advertiser _____ Contact _____

Address _____ City _____ State _____ Zip _____

Telephone () _____ Fax () _____ Email _____

Visa/MC _____ Expiration date _____ 3 digit code _____

Signed for Advertiser _____ Printed Name _____ Date _____



Requirements for Ad Submission for 2012 Horse Industry Directory

General Requirements for Submission:

Preferred acceptable files include Adobe Illustrator, Photoshop, PageMaker, InDesign, QuarkXpress, or PDF. Both Mac and PC are ok. Please call before submitting files using other software. Acceptable

- All ads must have hard copy submitted along with file. Include all fonts with your file submission.
- Please include all linked or embedded graphics along with the application file.
- If possible, please use “Stuffit” or “Winzip” before sending files.

Ads must be received by 11/15/2011.

Please mail envelope to:

2011 AHC Horse Industry Directory Ad
Attn: Bridget Harrison
1616H Street NW
Washington DC 20006

Instructions for Electronic Submission of Files:

- Use this link, <https://public.me.com/b.harrison> and add your file(s) to the folder titled 2012 Horse Industry Directory.
- If you have uploaded your files electronically for the Horse Industry Directory, please send an email to bharrison@horsecouncil.org for notification, or file processing may be delayed.
- File name must include your company name.**

Specifications for 2012 Horse Industry Directory Advertisements

Full Page Ads

- Full Page ad size is 8 ½ x 11, please allow for 1/8” bleed all the way around.
- Cover pages are 9 x 11 with 1/8” bleed
- Do not place type closer than 5/8” from edge of page.

Half Page Ads

- Half Page ad size is 8 ½ x 5 ½ . Please allow for a 1/8” bleed all the way around.
- Half Page ads will only run horizontally on the page. We will not accept ads that are vertical.
- Do not place type closer than 5/8” from edge of page.

Quarter Page Ads

- Quarter Page ad size is 4 ¼ x 2 ¾. Please allow for a 1/8” bleed all the way around.
- For Quarter Page ads will only run vertically on the page. We will not accept ads that are horizontal.
- Do not place type closer than 5/8” from edge of page.

Logo Information: If you are submitting a logo for placement, they must follow the specifications as follows:

- ❑ All files must be submitted as grayscale files in either .EPS or .TIF format
- ❑ Files must fit within a ½” x 1 ½” area (3 x 9 picas)

Other Information:

Minor changes to files can be made at the printer for a small additional charge. Mark changes to hardcopy. Changes will be reviewed by AHC only, unless otherwise requested.

- ❑ Ads can also be submitted as camera-ready copy. It is suggested that you output ads no less than 600 dpi.

If you have any questions, please call Bridget Harrison at (202) 296-4031.