



Business Owners and Service Providers

WHO ARE WE?

Participating in *Journal of the American Saddlebred* gives you access to a market of thousands of active and competing American Saddlebred horse breeders and owners. This unique breed and the events associated with it require services, products, medical and nutritional care. Millions of dollars are spent annually for the celebration, promotion, housing and care of Saddlebreds. This journal gives exclusive access to the decision-makers responsible for the well-being, promotion and improvement of the breed.

WHY ASHA?

- ◆ The American horse industry generates **\$122 billion** in economic value
- ◆ The annual cost of maintaining a horse is **\$2,500-\$3,600**, not including stable costs
- ◆ This journal gives you access to approximately **1,500 American Saddlebred horse owners**

ABOUT THE PUBLICATION



Journal of the American Saddlebred

is the official publication of the American Saddlebred Horse Association. This publication is a critical component of ASHA's communication program and features vital information for people directly involved in the industry. When our readers are ready to buy or recommend products and services, ***make sure they think of you first.***

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of the *Journal of the American Saddlebred*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
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888.780.2241 FAX
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EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
10/1/2020	January 2021

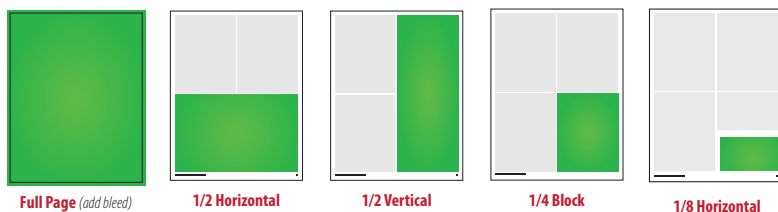
DISPLAY ADVERTISING RATES

THE JOURNAL OF THE AMERICAN SADDLEBRED

4-Color Rates	1x
Resource Directory	
Full Page	\$925
1/2 Page	\$550
1/4 Page	\$375
1/8 Page	\$200
Digital Media	
Standard View Landing Page	\$400
Standard View Skyscraper	\$400

DISPLAY ADVERTISING SPECIFICATIONS

Ad Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
1/2-Page Horizontal	7.875" x 4.937"
1/2-Page Vertical	3.875" x 10"
1/4-Page Block	3.875" x 4.937"
1/8-Page Block	3.875" x 2.34"
Digital Media	
Standard View Landing Page	603p x 783p
Standard View Skyscraper	200p x 783p



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- For Stallion Page or Broodmare Bio, advertiser will submit horse photo. All data will be provided by the association.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. All artwork creation or changes require a **\$75 surcharge**.

PAYMENT TERMS

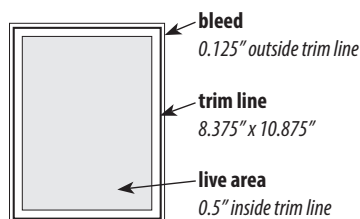
- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted
- Payment must be made prior to publication

PLEASE CONTACT

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*** Full-page ads are intended to bleed off the page (see example)**

- Please include an **additional 0.125" of bleed** on each side of the page
- Keep all important information at least **0.5" from the trim line**

RESOURCE DIRECTORY ADVERTISING



- Full Color
- Indexed by state and industry category

BUSINESS NAME:

STATES WHERE SERVICES ARE OFFERED:

EXAMPLE:

<p>ARIZONA</p> <p>MATTHEW ROBERTS STABLES LLC</p>  <p>MATTHEW ROBERTS OWNER/TRAINER</p> <p>Call: 602-430-8283 Barn: 480-419-8010</p> <p>Matthew@matthewrobertsstables.com www.matthewrobertsstables.com</p> <p>AMERICAN SADDLEBRED TRAINING – LESSONS – SALES</p>	<p>CALIFORNIA</p> <p>QUALITY SHOW HORSES FOR SALE</p>  <p>The Altadena Stables 3064 Ridgeview Dr., Altadena, CA 91001 (626) 797-2012</p> <p>Boarding * Training * Sales * Equitation Marcia McLemore, Trainer Teri Botfield Trujillo, Equitation</p>	<p>CALIFORNIA</p>  <p><i>Fair Hills Farms</i></p> <p>Training, Showing, Breeding, Sales</p> <p>Maynard & Linda Brittain, Owners Derek Repp, Trainer Mike Aponte, Assistant Trainer 2735 Santa Maria Road Topanga, CA 90290 818-347-5049</p>
<p>CALIFORNIA</p> <p>NCASHA Northern California Saddlebred Horse Association</p>  <p>NCASHA Summer Classic Horse Show NCASHA High Point Awards Program</p> <p>Dean MacCracken, President 2067A 5th Ave San Rafael, CA 94901 dbsmrca@sbcglobal.net</p>	<p>CALIFORNIA</p>  <p>Senpps Miramar Ranch, Inc. Quality Show Horses and Prospects For Sale</p> <p>Office: 714-942-2222 10128 Kensington Ave. San Diego, CA 92121 (858) 506-6400 Fax: (858) 271-1916</p>	<p>FLORIDA</p>  <p>AVALON</p> <p>SALES TRAINING</p> <p>AMERICAN SADDLEBREDS, HACKNEYS AND STANDARDBREDS</p> <p>CALL TODAY 813.765.7162 WWW.AVALONSTABLES.COM</p>
<p>FLORIDA</p> <p>JUDD STABLES AMERICAN SADDLEBREDS</p> <p>Don Judd, Owner/Trainer Maria Gilman, Trainer/Instructor Jessica Saff - Assistant Trn./Instructor Ron Judd, Farm Manager</p> <p>813-235-6500</p> <p>Training . Showing . Lessons</p> <p>20842 Champions Ave. Land O' Lakes, FL 34639</p>	<p>FLORIDA</p>  <p>RUTH GIMPEL STABLES, INC. 18920 Sunlake Blvd. Lutz, Florida 33558 Phone: (813) 949-7911 Barn and Home Training • Sales</p>	<p>ILLINOIS</p> <p>AMERICAN SADDLE HORSE BREEDERS FUTURITY OF ILLINOIS</p>  <p>Jerome Nord, Secretary 309.475.8201 • jnord@prairieinet.net</p> <p>CLASSES HELD AT THE Illinois State Fair, Springfield, IL Aug. 6-10, 2013 www.illinoisstatefair.info Jody Van Nattan, Secretary 217.632.2044 • jayvee296@aol.com</p>

PLEASE SELECT YOUR CATEGORIES:

- Apparel & Footwear
- Arena Construction & Maintenance
- Associations & Chartered Clubs
- Awards/Trophies/Ribbons
- Beddings
- Bits & Spurs
- Breeders
- Chiropractors & Massage Therapists
- Farm Equipment
- Gifts
- Golf Carts
- Grooming Supplies
- Hay
- Horse Accessories
- Insurance
- Leatherworks
- Medications & Supplements
- Nutrition
- Nutritionists
- Photographers & Videographers
- Real Estate
- Riding Supplies
- Stable Construction & Maintenance
- Tack
- Trailers
- Trainers
- Training Aids
- Transportation
- Veterinary



Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels