



American Horse Council

6660 #D-451 Delmonico, Colorado Springs, CO 80919
info@ayhc.com 719.594.9778 www.AYHC.com

National Youth Horse Leaders Program, AYHC Newsletter & Website Advertising

Reach the nation's most influential youth horse program leaders while their attention is focused on identifying the tools and techniques for improving and expanding their youth horse programs. Advertise in the National Youth Horse Leader's Program Directory, a complete guide to conference activities and a membership and resource directory. Or re-enforce your message by reaching this group throughout the year with the AYHC Network News - Quarterly Newsletter.

Advertising Rates and Mechanical Requirements

Rates

	NYHLS Program Only	Program and 4 Newsletters	Newsletter Only Per Issue
Full page B/W	\$695	\$1095	\$250 (All four \$850)
1/2 page B/W (horizontal or vertical)	\$495	\$795	\$175 (All four \$600)
1/4 page B/W (vertical only)	\$345	\$595	\$150 (All four \$400)

Space reservation deadline:

NYHLS Program Directory only December 15
Commitment Newsletters begin - your choice of issues, commit Feb. 1, May 1, Aug. 1 or Nov. 1 for pub Feb 15, May 15, August 15, and Nov 15 (Newsletter) dates Mar. 1, Jun. 1, Sept. 1, Dec. 1

Copy deadline:

January 15, 2008 (Program only)

Mechanical Requirements

Standard Unit Sizes:

- Full page trim size: 8 1/4" wide by 10 3/4" deep (above size is for edge-to-edge copy: add 1/8" on each side for total of 8 1/2" x 11"; please note: essential copy must be kept 1/2" from outside edges of all bleed ads)
- Full page standard print size: *7 1/2" wide x 10" deep (above size is for full page ad with a white border)
- * Half page horizontal: 7 1/2" wide x 4 3/4" deep
- * Half page vertical: 3 1/2" wide x 10" deep
- * Quarter page: 3 1/2" wide x 4 3/4" deep

Advertising Materials:

DIGITAL FILES PREFERRED (ZIP or CD):

- * Files must be saved from a graphics program as a TIFF or JPEG file.
- * PDF files with all fonts and high resolution images embedded are also preferred.
- * Files may be received by e-mail

ALL ADS REQUIRE A PROOF

Contact:

Cindy Schonholtz at info@ayhc.com or 800 TRY-AYHC (800-879-2942), or 719-594-9778

Printing: Offset

Binding Method: Saddle Stitch

AYHC.COM WEBSITE BANNER ADVERTISING

The AYHC website has a diverse audience with 4-H, Pony Club, multi-breed and multi-discipline youth and their leaders. It is a great venue to sell your products and services with over 2,750 unique page views a month!

Homepage Month to Month	\$75 per month	\$900 annually
Homepage six month contract	\$60 per month	\$720 annually
Homepage 12 month contract	\$40 per month	\$480 annually
Homepage 12 month exclusive product listing		\$100 month
Links page	\$25 per month - minimum of six months	



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National Youth Horse Leader's Symposium Raleigh, NC - Feb. 29 - March 2, 2008 National Youth Horse Leaders Program Directory Advertising Authorization Contract

Company Name:	
Contact Name:	
Address:	
City, State, Zip:	
Telephone Number:	
Fax Number:	
E-mail:	
Authorized By:	
Signature:	
Date:	

Please Reserve: (Check One)

Package Deals

- Full page B/W - 5 x insertions \$1095 _____
(Program and 4 Newsletters)
- 1/2 page B/W (horizontal) - 5 x insertions \$795 _____
(Program and Newsletters)
- 1/2 page B/W (vertical) - 5 x insertions \$795 _____
(Program and Newsletters)
- 1/4 page B/W (vertical only) - 5 x insertions \$595 _____
(Program and Newsletters)
- Full page B/W Program only \$695 _____
- 1/2 page B/W (horizontal) Program only \$495 _____
- 1/2 page B/W (vertical) Program only \$495 _____
- 1/4 page B/W (vertical only) Program only \$345 _____
- Website Advertising _____ Amount: _____

Newsletter Only

- Full Page \$250 each issue x _____ issues = _____ (All 4 = \$850)
- 1/2 page \$175 each issue x _____ issues = _____ (All 4 = \$600)
- 1/4 page \$150 each issue x _____ issues = _____ (All 4 = \$400)

Total: _____

Symposium program copy deadline and payment due in full: January 15, 2007

Please Fax or Mail Completed

Contract to:

Cindy Schonholtz - info@ayhc.com
6660 #D-451 Delmonico
Colorado Springs, CO 80919
Phone: 719- 594-9778 or 800-879-2942
Fax: 775-256-0382

Please Indicate Billing Preference:

Invoice Company Directly: _____
Check enclosed for: _____
Invoice Advertising Agency: _____
Charge credit card:
Card number: _____
Type: _____ Exp. _____
Name on card: _____