



American Youth Horse Council

577 North Boyero Avenue, Pueblo West, CO 81007
AYHC@mindspring.com 719.547.7677 www.AYHC.com

National Youth Horse Leaders Program Directory

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

	<u>Rates</u>	
	NYHLS Program Only	Program and Newsletter
Full page B/W	\$650	\$995
1/2 page B/W (horizontal or vertical)	\$450	\$695
1/4 page B/W (vertical only)	\$295	\$495

Space reservation deadline:

NYHLS Program Directory only December 1, 2003

Commitment for Directory and Newsletters begin - your choice of issues, May 1, Aug. 1, or Nov. 1

Copy deadline:

December 18, 2003 (Program only)

Feb 15, May 15, August 15, and Nov 15, 2003 (Newsletter)

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 accepted.

- Files may be received by e-mail

ALL ADS REQUIRE A PROOF

Contact:

Jill Montgomery at AYHC@mindspring.com
or 800 TRY-AYHC (800-879-2942), or 719-547-7677, fax 775-256-0382

Printing: Offset

Binding Method: Saddle Stitch

Quantity Printed: 1,000



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National Youth Horse Leader's Symposium February 20 & 22, 2004 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:	
Agency (if applicable):	
Contact Name:	
Address:	
City, State, Zip:	
Telephone Number:	

Please Reserve: (Check One)

Full page B/W - 5 x insertions (Guide and Newsletters)	\$995 _____
1/2 page B/W (horizontal) - 5 x insertions (Guide and Newsletters)	\$695 _____
1/2 page B/W (vertical) - 5 x insertions (Guide and Newsletters)	\$695 _____
1/4 page B/W (vertical only) - 5 x insertions (Guide and Newsletters)	\$495 _____
Full page B/W	\$650 _____
1/2 page B/W (horizontal)	\$450 _____
1/2 page B/W (vertical)	\$450 _____
1/4 page B/W (vertical only)	\$295 _____

Space reservation deadline: December 1, 2003

Copy deadline and payment due in full: December 18, 2003

Please Fax or Mail Completed Contract to:

Jill Montgomery at AYHC@mindspring.com
577 North Boyero Ave.
Pueblo West, CO 81007
Phone: 719- 547-7677 or 800-879-2942
Fax: 775-256-0382

Please Indicate Billing Preference:

Invoice Company Directly: _____

Invoice Advertising Agency: _____