



2024 MEDIA KIT



Horse Breeders and Owners

A Publication of the American Saddlebred Horse and Breeders Association



## WHO ARE WE?

*Journal of the American Saddlebred* is the exclusive, premier publication dedicated to **expanding the knowledge** and **promoting the history and breeding of the American Saddlebred horse**. This annual journal is published in December and is distributed to all **current competing members** of the American Saddlebred Horse & Breeders Association, ensuring American Saddlebred horse breeders have time to make their **breeding decisions** earlier than ever.

## WHY ASHBA?

- The American horse industry generates **\$122 billion** in economic value
- *Journal of the American Saddlebred* gives you access to approximately **6,000 members**

## NET ADVERTISING RATES

Display Advertising	1x
Front Cover	\$5,255
Inside Front Cover + Page 3	\$2,100
Page 3	\$1,210
Inside Back Cover	\$1,210
Back Cover	\$1,575
*Full Page	\$1,050
Stallions	1x
*Stallion Formatted Page (See page 3 for details)	\$575
Broodmare Hall of Fame	1x
Mare's Bio (Includes Pedigree and Photo) (See page 4 for details)	\$525
Mare's Bio Plus Full Page	\$945
Champions	1x
Champion Full Page	\$1,050

All advertisements are full-color.

\*Book a Stallion Formatted Page and a Full Page placement and receive a \$150 discount.



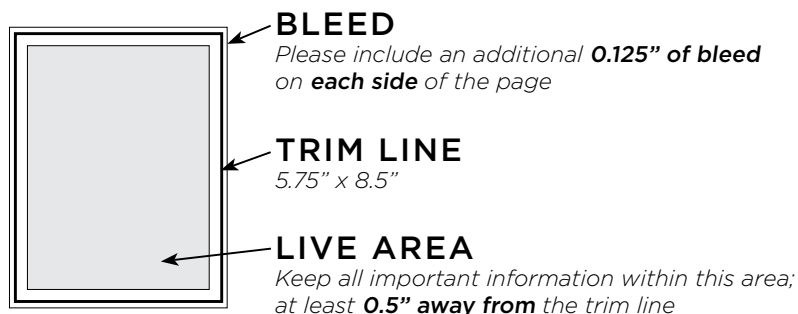
## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
2024 Journal	9/25/23	December 2023

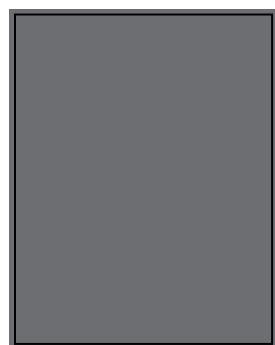
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Stallion Formatted Page	(See page 3 for details)
Mare's Bio	(See page 4 for details)

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



Full Page (with bleed)

## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:**  
300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.



## STALLION FORMATTED PAGE

### EXAMPLE:



### CH **CALL ME RINGO (WCC, RWCC, RWC) 103379**

Supreme Sultan	<sup>Ch</sup> Valley View Supreme (WGC, WC)	Genius Bourbon King
Sultan's Great Day (WC), 1981 blk.	Melody O'Lee (BHF)	Diana Gay (BHF)
StoneWall Supreme	Judy O'Lee (BHF)	Anacacho Denmark
Supreme's Casandra (BHF)	Stonewall King	Mamie Peavine (BHF)
Casandra Beaverkettle (WC)	Denmark Beaverkettle	Candace Kalamara
Storm's Fury	Shonacres Anacacho Genius	Storm Stepper
<sup>Ch</sup> Buck Rogers (WGC, WCC, WC)	Rhythm's Jewel (WC)	Rhythm Command
<sup>Ch</sup> Eleanor Rigby (WCC, WC), 1989 ch.	The Kaiser's Falcon	Ace's Dark Jewel (BHF)
Perigrine	<sup>Ch</sup> Heart To Heart (WC)	Stonewall's Beau Peavine
		Jeri-Lynn's Denmark Laurel
		Starheart Victory
		Co-Moor's Miracle Miss

**Chestnut, 1996**

**Bred by:**  
Belle Reve Farm  
Versailles, KY

**Standing At:**  
Willowbank Farm  
Simpsonville, KY

**Contact:**  
Joan Lurie  
P.O. Box 551  
Simpsonville, KY 40067  
(502) 722-8073 / (502) 722-8074 fax  
wl8073@aol.com  
willowbankfarm.com

**Owner:**  
Belle Reve Farm  
Beverly Hills, CA

**\$2,500**  
LFG  
Mare Care,  
Transported Semen

**Nominated to:**  
AAC; Futurities  
As Requested

**SHOW RECORD**

**CALL ME RINGO 103379 (WCC, RWCC, RWC)**  
17 wins. 1 KSF wins. 2003 Lex Jr League W/O  
FHA/Int, Asheville Lions W/O FHAM, 2002  
Rock Creek W/O FHC, Amer. Royal W/O FHS/G,  
Asheville Lions W/O FHO, Rock Creek W/O  
FHO, 2001 All American W/O FHS, KY Fall Classic  
W/O FHS, Rock Creek W/O FHM, Lex Jr League  
W/O FHM, 2003 Amer. Royal W/O FHS/G

**IN THE STUD**  
From 109 Registered Get, **CALL ME RINGO 103379**  
(WCC, RWCC, RWC) has sired 27 KSF ribbon  
winners with 95 ribbons (set-8th), 2 Chs, and 18  
futura ribbon winners. Winners include:  
**Night With Ringo 101442 (WC, RWCC, RWC)**, 2012,  
ch. G (CF Late Night Impression 142725 by CF Rare  
Night Out 102587) 1 KSF wins. 17 wins  
**Beaucoup Of Blues 122377 (RWC)**, 2009, ch. G  
(Make It Magic 125661 by Yorktown Magic 83334\*)  
17 wins  
**First In Line 126595 (RWCC, RWC)**, 2014, b. G (Miss  
Alley-Op 147573 by Undulatus Nutcracker 11612)  
1 KSF wins. 11 wins  
**Dreamacres Lucy In The Sky 147592**, 2009, b. M  
(Callaway's Dandelion Wine 138126 by Callaway's  
Main Man 100885) 41 wins  
**Call The Shots 124888**, 2012, b. G (<sup>Ch</sup>Kalamara's New  
Sensation 128884\* (WCC, WC, RWCC, RWC)  
by Storm Dunk 143, 80383 (RWCC) 20 wins  
**Call Me For A Ride 144917**, 2007 ch. M (Queen Luffe  
137206 by Merchant Prince 81568\*) (WCC) 18 wins  
**Do Ya Wanna Know A Secret 123792**, 2011, ch. G  
(<sup>Ch</sup>Ya Ya 135395\* (WCC, WC, RWCC, RWC) by Forty-  
Second Street ERB 87240\*) 13 wins  
**Meritage Signed Sealed Delivered 143049 (WC,**  
**RWCC, RWC)**, 2006, ch. M (Carmelita Santana  
(BHF) 129337\* (WC) by <sup>Ch</sup>Caramac 71202\* (WCC,  
WC, RWCC) 2 KSF wins. 38 wins  
**Royal Crest's Let It Be Stone 141845**, 2005, blk. M  
(Royal Crest's Stone Reflection 135748 by  
American Replay 79698\*) 24 wins

**Call Me Cabernet 123823 (RWC)**, 2011, ch. G  
(Vintage 124089\* by Bi-Mi Sultan's Wine 72604\*)  
17 wins  
**Belle Reve's Sgt. Pepper 122654\* (WCC, WC)**, 2010,  
ch. G (New York's Crown Jewel (BHF) 127589 by Im  
A New Yorker 76843\* (RWC) 1 KSF wins. 11 wins  
**Belle Reve's Lady Madonna 147160 (WC)**, 2009, ch.  
M (New York's Crown Jewel (BHF) 127589 by Im  
A New Yorker 76843\* (RWC) 2 KSF wins. 14 wins  
**Captain Sparrow JIS 118287 (RWC)**, 2006, blk. G  
(Classic Call 123094 by Mountjoy's Big Hit 75984\*)  
11 wins  
**Im Bubblicious 148453 (RWCC, RWC)**, 2010, ch. M  
(<sup>Ch</sup>Juicy Fruit 142965 (WCC, RWCC) by Belle Reve's  
Renaissance Man 53296\* (WCC, RWCC) 5 wins

**MALE LINE**  
**HIS SIRE, Sultan's Great Day 76479\* (WC)** 4 wins.  
2 KSF wins. From 395 Registered Get, **SULTAN'S**  
**GREAT DAY 76479\* (WC)** has sired 105 KSF ribbon  
winners with 446 ribbons (set-8th), 24 Chs, and 63  
futura ribbon winners. Winners include:  
**The Daily Lottery 155553 (WGC, WCC, WC, RWCC)**,  
2004, ch. G (Callaway's Lady Lottery 115570 by  
<sup>Ch</sup>Will Shriver 50225\* (WGC, WC, RWCC) 17 KSF  
wins. 78 wins  
**Revolver 109247**, 2000, gr. G (Attache's Galatea  
112509\* by Attache 60741\* (WC, RWCC) 2 KSF wins.  
81 wins  
**Along Came A Spider 129695 (WCC, WC, RWCC,**  
**RWCC, RWC)**, 1999, blk. M (Espere 122435\* by  
Forty-Second Street ERB 87240\*) 7 KSF wins. 19  
wins  
**Mahvalous Guy 105559 (WC)**, 1997, ch. G (Simple  
Dreams (BHF) 96210 by New Yorker 66381\*) 1 KSF  
wins. 64 wins  
**Winter Day 90904 (WCC, WCC, WC, RWCC, RWC)**,  
1988, b. G (Winter Belle 107844 by Flight Time  
44258\* (WC) 9 KSF wins. 68 wins  
**Turn Of The Century 118756 (WCC, WC, RWCC)**,  
1990, b. M (Century Gold (BHF) 98102 by New  
Yorker 66381\*) 4 KSF wins. 40 wins  
**My Special Sultan 100497 (WC, RWCC)**, 1992,  
blk. G (Dutch Melody 95747 by Dutch Commander  
57107\*) 1 KSF wins. 47 wins  
**Revealed To The Cause 118753 (WCC, WC, RWCC,**  
**RWC)**, 1990, ch. M (<sup>Ch</sup>Denmark's Devotion 9215\*  
(WCC, WC) by <sup>Ch</sup>Kouragous Kalu 68235\* (RWCC,  
WCC) 5 KSF wins. 79 wins

**Callaway's Regatta 104224\* (WCC, RWCC, RWC)**,  
1996, b. G (Callaway's Connection 107393 by <sup>Ch</sup>Will  
Shriver 50225\* (WCC, WC, RWCC) 1 KSF wins. 33  
wins  
**Call Me Ringo 103379 (WCC, RWCC, RWC)**, 1996,  
ch. S (<sup>Ch</sup>Eleanor Rigby 118501 (WCC, WC, RWCC,  
RWCC) by <sup>Ch</sup>Buck Rogers 73982\* (WCC, WCC, WC,  
RWCC, RWCC) 1 KSF wins. 17 wins  
**Red Hot And Bothered 130606 (WC)**, 1997, ch. M  
(Hartland's Red Romance 107107 by Center Ring  
46578\*) 1 KSF wins. 12 wins  
**Sartorial Splendor 126393 (WC, RWCC)**, 1996, b. M  
(Satori 14727\* (WC) by Attache 60741\* (WC, RWCC)  
1 KSF wins. 5 wins  
**Royal Crest's Black Marble 97273\***, 1992, blk.  
G (Annie Pearl 98052 by Captain's Assignment  
47883\*) 72 wins  
**The Midnight Express 97334\* (RWCC, RWC)**,  
1992, blk. G (<sup>Ch</sup>Whisperwind's Endless Love 88950  
(RWCC) by <sup>Ch</sup>Super Command 44420\* (RWCC) 36  
wins  
**Prince Of The Day 105424**, 1992, blk. G (Princess  
Nora B 118105 (RWCC) by Sultan's Royalty 75609\*)  
30 wins  
**Because You're Mine 125391**, 1994 M (Callaway's  
Becca 103386\* by <sup>Ch</sup>Will Shriver 50225\* (WCC, WC,  
RWCC) 29 wins  
**Whitney Houston 129976**, 1997, gr. M (Attache's  
Galatea 112509\* by Attache 60741\* (WC, RWCC) 17  
wins  
**Star Track Chf 90194 (RWCC, RWC)**, 1998, ch. G  
(Calico Star 108079\* by Modern Kalamara 70295\*)  
43 wins  
**Mark Ye Well 50857 (WC, RWCC, RWC)**, 1988, b. G  
(Treat Treat (BHF) 100911 by New Yorker 66381\*) 1  
KSF wins. 36 wins

**FEMALE LINE**  
**1ST DAM <sup>Ch</sup>ELEANOR RIGBY 118501 (WCC, WCC,**  
**RWCC, RWC)**, 1989, ch. 9 FOALS  
**2ND DAM PEREGRINE 104407**, 1983, ch. 8 FOALS  
**Eleanor Rigby 118501 (WCC, WC, RWCC, RWC)**  
(1989 ch. M by <sup>Ch</sup>Buck Rogers 73982\* (WCC, WCC,  
WC, RWCC, RWCC) 47 wins. 4 KSF wins  
**3RD DAM <sup>Ch</sup>HEART TO HEART 81720\* (WC, RWCC)**,  
1988, ch. 9 FOALS



### AGAIN THIS YEAR!

- Stallion's photo and information in **COLOR**
- **Broodmare sire's name** listed in "IN THE STUD & MALE LINE" sections
- The Pedigree chart, show and bloodline information will be provided by the association. There is a maximum of 10 horses listed per section

\*Stallion Formatted Pages are a universal template and may not have layout/design edits. Recommended horse photo orientation is portrait/vertical, and photo will be cropped to suit the template as shown in this sample. Please supply the photo and complete updated stallion information for each listing. No changes can be made to stallion formatted pages for events taking place after 9/5/2023.

## ENHANCED INTERNET STALLION LISTING

- Photo of your stallion
- List of all registered pedigree
- Complete contact information

\*Only stallions advertising in the Journal of the American Saddlebred can appear in the Enhanced Internet Stallions web pages ([www.asha.net/registry/horsereports/formattedstallions](http://www.asha.net/registry/horsereports/formattedstallions)).

## Mare's Bio

**UPGRADE OPTION:**  
Mare's Bio Plus Full Page

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