

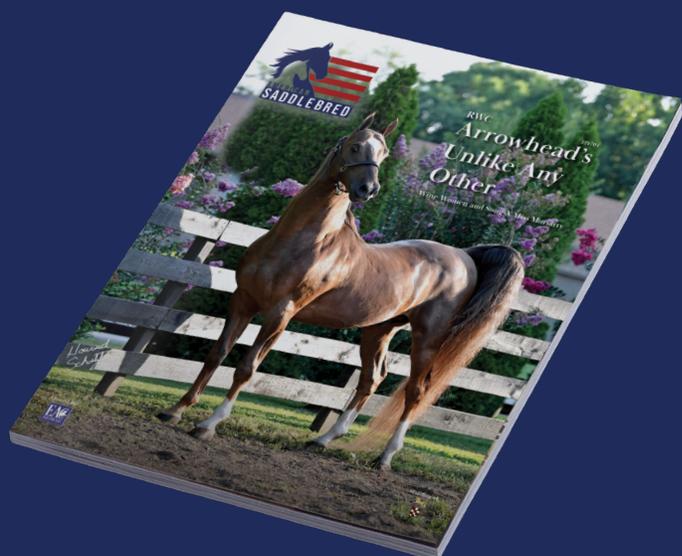


## Business Owners and Service Providers

A Publication of the American Saddlebred Horse and Breeders Association

## 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. When our readers are ready to buy or recommend products and services, **make sure they think of you first**.



## 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
Full Page	\$955
1/2 Page	\$565
1/4 Page	\$395
1/8 Page	\$205

➤ [CLICK HERE FOR AD EXAMPLES](#)



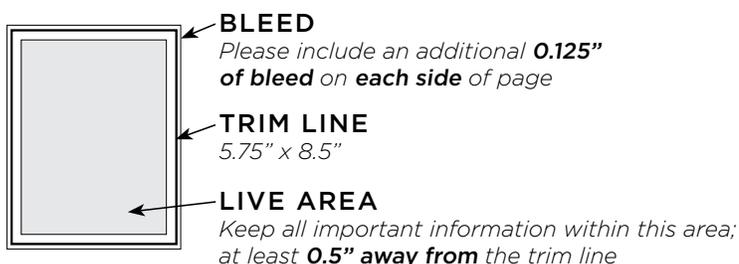
## EDITORIAL CALENDAR

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

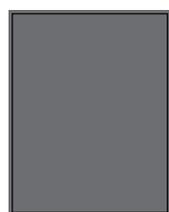
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
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"

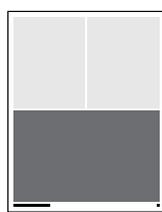
\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



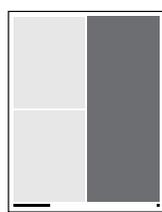
[SEE DEMO](#)



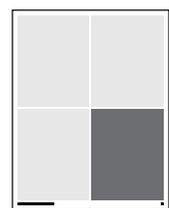
Full Page (with bleed)



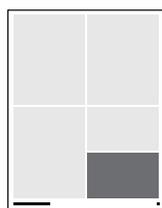
1/2 Horizontal



1/2 Vertical



1/4 Block



1/8 Horizontal

## 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

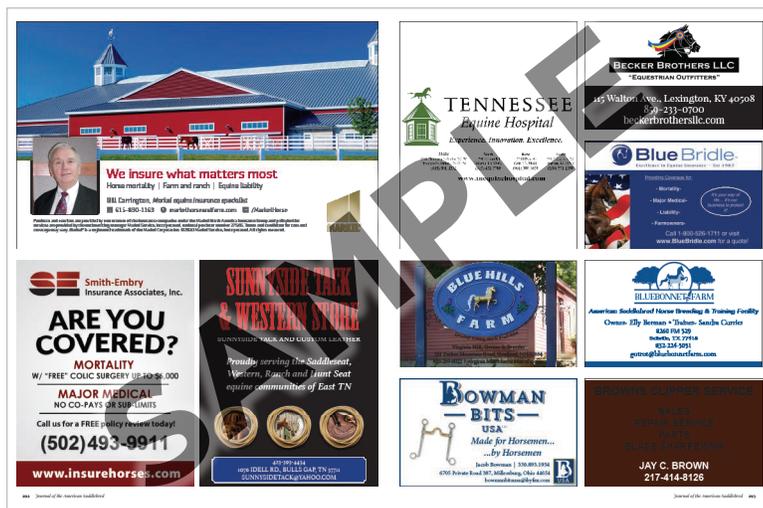
Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.



- Full Color
- Full Page, 1/2 Page, 1/4 Page or 1/8 Page Sizes available (see page 2 for dimensions)
- Indexed by state and industry category



## BUSINESS NAME:

## PLEASE SELECT YOUR CATEGORIES:

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

## STATES WHERE SERVICES ARE OFFERED:

- |                                      |                                    |                                        |                                         |                                        |
|--------------------------------------|------------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------|
| <input type="checkbox"/> Alabama     | <input type="checkbox"/> Hawaii    | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> New Mexico     | <input type="checkbox"/> South Dakota  |
| <input type="checkbox"/> Alaska      | <input type="checkbox"/> Idaho     | <input type="checkbox"/> Michigan      | <input type="checkbox"/> New York       | <input type="checkbox"/> Tennessee     |
| <input type="checkbox"/> Arizona     | <input type="checkbox"/> Illinois  | <input type="checkbox"/> Minnesota     | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Texas         |
| <input type="checkbox"/> Arkansas    | <input type="checkbox"/> Indiana   | <input type="checkbox"/> Mississippi   | <input type="checkbox"/> North Dakota   | <input type="checkbox"/> Utah          |
| <input type="checkbox"/> California  | <input type="checkbox"/> Iowa      | <input type="checkbox"/> Missouri      | <input type="checkbox"/> Ohio           | <input type="checkbox"/> Vermont       |
| <input type="checkbox"/> Colorado    | <input type="checkbox"/> Kansas    | <input type="checkbox"/> Montana       | <input type="checkbox"/> Oklahoma       | <input type="checkbox"/> Virginia      |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Kentucky  | <input type="checkbox"/> Nebraska      | <input type="checkbox"/> Oregon         | <input type="checkbox"/> Washington    |
| <input type="checkbox"/> Delaware    | <input type="checkbox"/> Louisiana | <input type="checkbox"/> Nevada        | <input type="checkbox"/> Pennsylvania   | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Florida     | <input type="checkbox"/> Maine     | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> Rhode Island   | <input type="checkbox"/> Wisconsin     |
| <input type="checkbox"/> Georgia     | <input type="checkbox"/> Maryland  | <input type="checkbox"/> New Jersey    | <input type="checkbox"/> South Carolina | <input type="checkbox"/> Wyoming       |