



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](#)



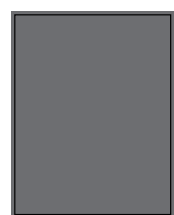
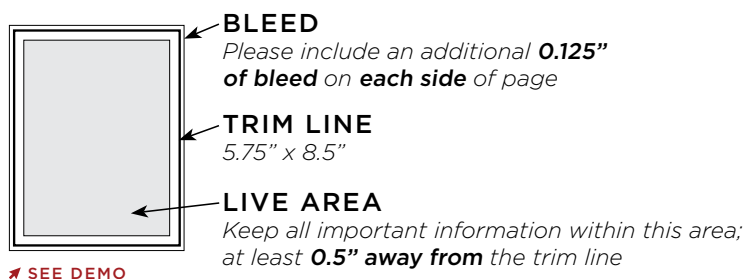
EDITORIAL CALENDAR

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

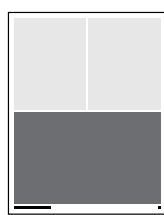
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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"

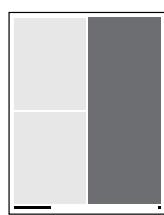
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



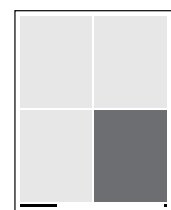
Full Page (with bleed)



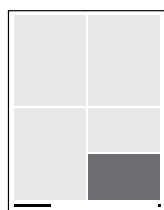
1/2 Horizontal



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 & Footware | <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 |