



A Publication of the American Saddlebred Horse & 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
- *The Journal of the American Saddlebred* gives you access to approximately **6,000 members**

READER PROFILE

- The typical ASHBA member is female, over 40, no children in the home
- 70% of ASHBA members have been members for 10+ years
- 40% have a bachelor's degree
- 28% have a master's degree or higher
- 30% own or are a principal partner in their own business

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NET ADVERTISING RATES

Display Advertising	1x
Full Page	\$1,000
1/2 Page	\$565
1/8 Page	\$205

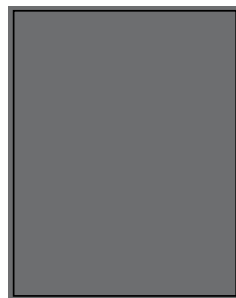
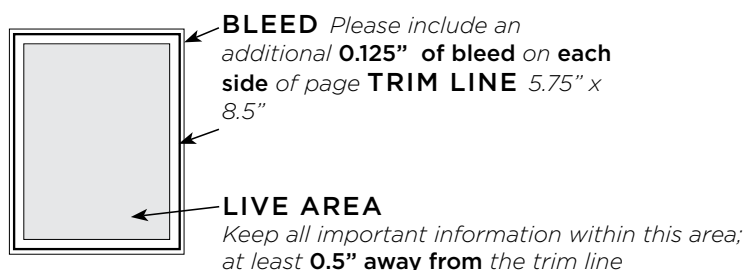
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
2026 Journal	November 3 - Custom Ad November 13 - Print Ready	Early 2026

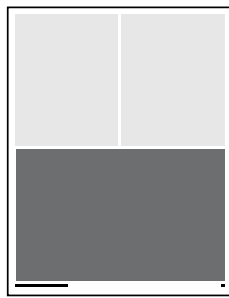
SPECIFICATIONS

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/8 Page Block	3.875" x 2.34"

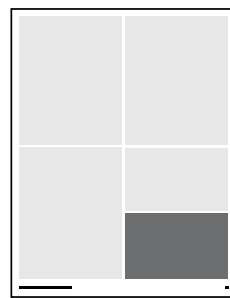
* Full-page ads are intended to bleed off the page



Full Page (with bleed)



1/2 Horizontal



1/8 Horizontal

ARTWORK FILE SUBMISSION

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

Send to:
journal@saddlebred.com

PRINT AD FILE REQUIREMENTS

Minimum Resolution:
300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads

Margin: 0.5 inch on full-page and tab ads

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

AD DESIGN SERVICES

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

PAYMENT TERMS

- Please make checks payable to American Saddlebred Horse and Breeders Association.
- Please write "Journal" in the memo.
- Payments can be made with our online form.





EXAMPLE:

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




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