



# American Horse Council

6660 #D-451 Delmonico, Colorado Springs, CO 80919  
[info@ayhc.com](mailto:info@ayhc.com) 719.594.9778 [www.AYHC.com](http://www.AYHC.com)

## National Youth Horse Leaders Program, AYHC Newsletter & Website Advertising

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. The 201- National Youth Horse Leaders Symposium will be held March 19 - 21, 2010 in Lexington, KY.

### Advertising Rates and Mechanical Requirements

#### Rates

	NYHLS Program Only	Program and 4 Newsletters	Newsletter Only Per Issue
Full page B/W	\$695	\$1095	\$250 (All four \$850)
1/2 page B/W (horizontal or vertical)	\$495	\$795	\$175 (All four \$600)
1/4 page B/W (vertical only)	\$345	\$595	\$150 (All four \$400)

#### **Space reservation deadline:**

NYHLS Program Directory only December 15  
Commitment Newsletters begin - your choice of issues, commit Feb. 1, May 1, Aug. 1 or Nov. 1 for pub Feb 15, May 15, August 15, and Nov 15 (Newsletter) dates Mar. 1, Jun. 1, Sept. 1, Dec. 1

#### **Copy deadline:**

January 15 (Program only)

### *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 preferred.
- \* Files may be received by e-mail

##### ALL ADS REQUIRE A PROOF

#### **Contact:**

Cindy Schonholtz at [info@ayhc.com](mailto:info@ayhc.com) or 800 TRY-AYHC (800-879-2942), or 719-594-9778

Printing: Offset

Binding Method: Saddle Stitch

### **AYHC.COM WEBSITE BANNER ADVERTISING**

The AYHC website has a diverse audience with 4-H, Pony Club, multi-breed and multi-discipline youth and their leaders. It is a great venue to sell your products and services with over 2,750 unique page views a month!

Homepage Month to Month	\$75 per month	\$900 annually
Homepage six month contract	\$60 per month	\$720 annually
Homepage 12 month contract	\$40 per month	\$480 annually
Homepage 12 month exclusive product listing		\$100 month
Links page	\$25 per month - minimum of six months	



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## American Youth Horse Council Advertising Authorization Contract

Company Name:	
Contact Name:	
Address:	
City, State, Zip:	
Telephone Number:	
Fax Number:	
E-mail:	
Authorized By:	
Signature:	
Date:	

### Please Reserve: (Check One)

#### Package Deals

- Full page B/W - 5 x insertions \$1095 \_\_\_\_\_  
(Symposium Program and 4 Newsletters)
- 1/2 page B/W (horizontal) - 5 x insertions \$795 \_\_\_\_\_  
(Symposium Program and Newsletters)
- 1/2 page B/W (vertical) - 5 x insertions \$795 \_\_\_\_\_  
(Symposium Program and Newsletters)
- 1/4 page B/W (vertical only) - 5 x insertions \$595 \_\_\_\_\_  
(Symposium Program and Newsletters)
- Full page B/W Program only \$695 \_\_\_\_\_
- 1/2 page B/W (horizontal) Program only \$495 \_\_\_\_\_
- 1/2 page B/W (vertical) Program only \$495 \_\_\_\_\_
- 1/4 page B/W (vertical only) Program only \$345 \_\_\_\_\_
- Website Advertising \_\_\_\_\_ Amount: \_\_\_\_\_

#### Newsletter Only

- Full Page \$250 each issue x \_\_\_\_\_ issues = \_\_\_\_\_ (All 4 = \$850)
- 1/2 page \$175 each issue x \_\_\_\_\_ issues = \_\_\_\_\_ (All 4 = \$600)
- 1/4 page \$150 each issue x \_\_\_\_\_ issues = \_\_\_\_\_ (All 4 = \$400)

**Total:** \_\_\_\_\_

**Symposium program copy deadline and payment due in full:** January 15 each year.

### Please Fax or Mail Completed

#### Contract to:

Cindy Schonholtz - [info@ayhc.com](mailto:info@ayhc.com)  
6660 #D-451 Delmonico  
Colorado Springs, CO 80919  
Phone: 719- 594-9778 or 800-879-2942  
Fax: 775-256-0382

### Please Indicate Billing Preference:

- Invoice Company Directly: \_\_\_\_\_
- Check enclosed for: \_\_\_\_\_
- Invoice Advertising Agency: \_\_\_\_\_
- Charge credit card:
- Card number: \_\_\_\_\_
- Type: \_\_\_\_\_ Exp. \_\_\_\_\_
- Name on card: \_\_\_\_\_