

THE Iberian HORSE

DEDICATED TO THE SPANISH AND PORTUGUESE HORSE



MEDIA KIT

A JOINT PUBLICATION OF
The Foundation for the Pure Spanish Horse and the International Andalusian and Lusitano Horse Association

Advertising Deadlines

	Materials Due	Production Date
Issue 1	04/10/2018	06/01/2018
Issue 2	08/10/2018	10/01/2018
Issue 3	12/10/2018	02/01/2019

Editorial Calendar

ISSUE 1 - 2018:

MATERIALS DUE APRIL 10

IALHA - Golega, Portugal's Horse Fair | USEF Annual Meeting Recap & HOTY Award winners | Where We Have Been Seen | President's Letter. FPSH - New Dressage Award (Indiano XVII Cup) | Spanish Culture, Carriage Driving | Horse Rescue.

ISSUE 2 - 2018:

MATERIALS DUE AUGUST 10

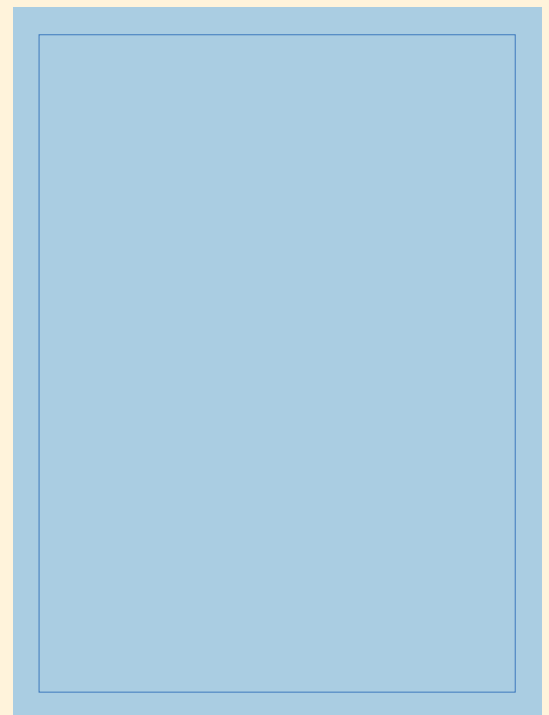
IALHA - Feria Del Caballo, the Fair of Jerez, Spain | Ground Work to Prepare for Working Equitation | Working Equitation Camp | Where We Have Been Seen | President's Letter. FPSH - Cria Caballar: Integrity, History, Breed Authority, and Connection to PRE Mundial | Spanish Culture, History of FPSH Logo | Promoting the American Breeders and the American Bred PRE.

ISSUE 3 - 2018:

MATERIALS DUE DECEMBER 10

IALHA: Saddle Fit for the Iberian Horse | IALHA National Show Recap | 2018 Art Contest Winner | IALHA Year End Awards | IALHA, USDF Dressage All-Breeds Awards | Membership Directory | President's Letter. FPSH - Morphology | Training | Developing a Breeding Philosophy.

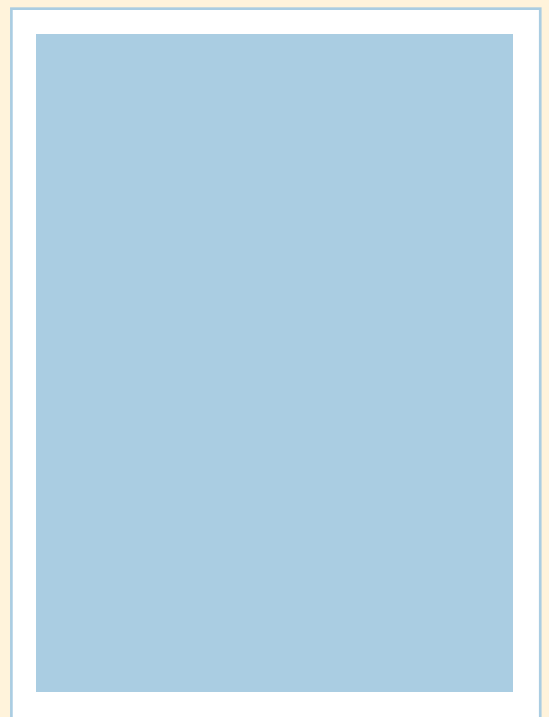
Advertising Sizing



FULL PAGE W/BLEED (WxH):

Design for bleed: 9.0" x 11.5"

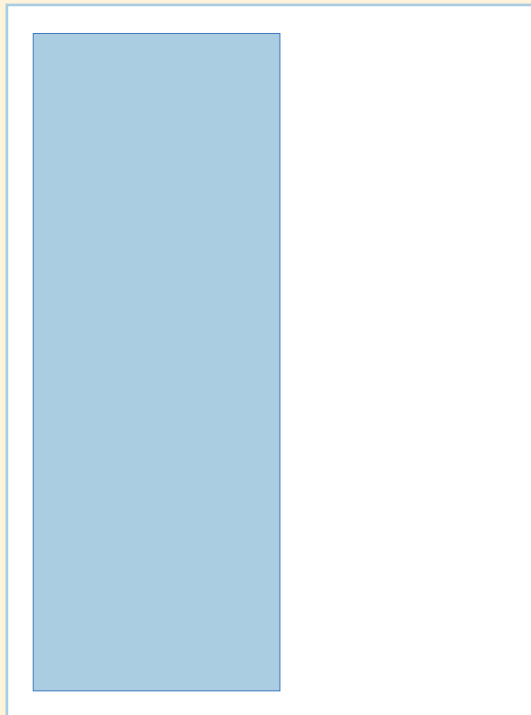
Trim size: 8.5" x 11" | Safe area: 7.75" x 10.25"



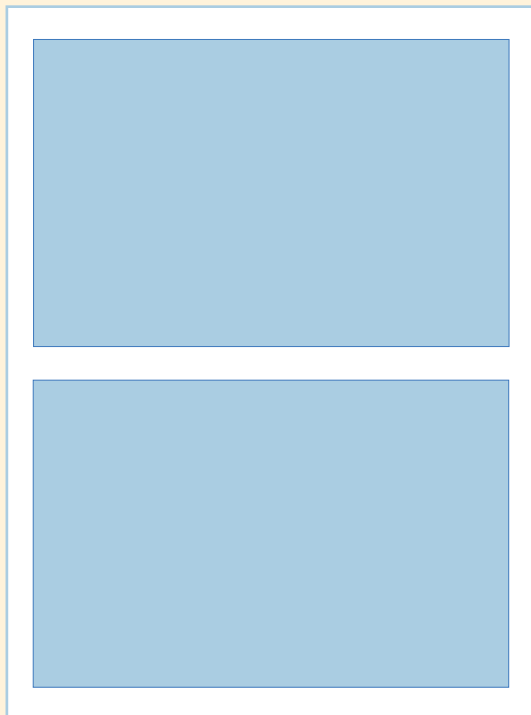
FULL PAGE (WxH): No bleed: 7.5" x 10"

Trim size: 8.5" x 11" | Safe area: 7.75" x 10.25"

Advertising Sizing



HALF-PAGE VERTICAL: 3.5" x 10"



HALF-PAGE HORIZONTAL: 7.5" x 4.75"

Advertising Specifications

RESERVATIONS:

Send FPSH Insertion Orders to: SUE KING | info@prehorse.org |
Fax: (505) 294-0812 | Phone: (505) 294-0800

Send IALHA Insertion Orders to: ERICA PEET | ialhapub@gmail.com |
Phone: (801) 599-7845

Graphic Design/Ad Layout: GrafX by Laurie
Laurie Monroe | (352) 445-1235 | grafxbylaurie@gmail.com

PRINTING SPECIFICATIONS (WxH in inches)

Magazine 8.5 x 11" trim size

Full Page w/Bleed 9 x 11.5" *
(8.5 x 11" plus .025" all four sides to bleed.) Please keep critical design elements inside 0.5 inches of trim on all sides.

Full Page, no Bleed 7.5 x 10"

Centerfold w/Bleed 17.5 x 11.5"
(17 x 11" plus .025" all four sides to bleed.) Please keep critical design elements inside 0.5 inches of trim on all sides.

3-Page Foldout w/Bleed 26.5 x 11.5"
(25.5 x 11" plus .025" all four sides to bleed.) Please keep critical design elements inside 0.5 inches of trim on all sides.

4-Page Foldout w/Bleed 26.5 x 11.5' plus 1 full-page with bleed. *
(25.5 x 11" plus .025" all four sides to bleed.) Please keep critical design elements inside 0.5 inches of trim on all sides.

Half Page, Horizontal 7.5 x 4.75"

Half Page, Vertical 3.5 x 10"

Quarter Page 3.5 x 4.75"

Business Cards 3.5 x 2"

MEDIA/DELIVERY:

Media: CD/DVD | **Resolution:** 300dpi

File Type: PDF, TIFF, EPS.

Color: 4-color ads must be in CMYK.

B&W: Grayscale only (300 dpi)

Email Delivery: (up to 15MB files to grafxbylaurie@gmail.com)

Large Files: HighTail or Dropbox delivery systems accepted

AD DESIGN:

Laurie Monroe (GrafX by Laurie) offers design services for a flat \$50 per full-page design and \$25 for a quarter- or half- page design for all IALHA or FPSH members.

Advertising Specifications (con't)

GRAPHICS & PROOFS

- All fonts and graphics used in the ad must be included on disc.
- A hard copy (proof) of the ad must be submitted with disc.
- Disc must be properly labeled. Images must be EPS, TIFF or PDF files.
- Proofs provided as high resolution PDF's for designs created by Laurie (GrafX by Laurie). Camera-ready art will not be reproofed.

Applications Preferred:

- InDesign 4.0+ Adobe Photoshop 4.0+, Illustrator 4.0+.
No publisher files please.
- PDF/X-1a PDFs are also acceptable. Make sure all fonts are embedded in PDF. Ads saved as JPG are not recommended, but will be accepted.

Advertising Materials:

- Send files via www.hightail.com (free service upon signup at website)
- Mail CD's to Laurie Monroe
9885 NW 127th Court, Ocala, FL 34482 | (352) 445-1235
- Email files up to 15 MB in size to grafxbylaurie@gmail.com
No ZIP files please. They will be removed before email reaches destination.

PAYMENT:

INTERNATIONAL ANDALUSIAN AND LUSITANO HORSE ASSOCIATION: 101 Carnoustie N. #200, Birmingham, AL 35242 | Phone: (205) 995-8900 | Accept credit cards and PayPal

FOUNDATION FOR THE PURE SPANISH HORSE
115 Elm St NE, Albuquerque, NM 87102 | Phone: (505) 294-0800

Insertion Orders are available at the end of this package.

Payments/Due Dates: *Payment is due on the Advertising Reservation Deadline. The Foundation and IALHA accept all major credit cards for payment of advertising, club memberships, merchandise, and donations.*

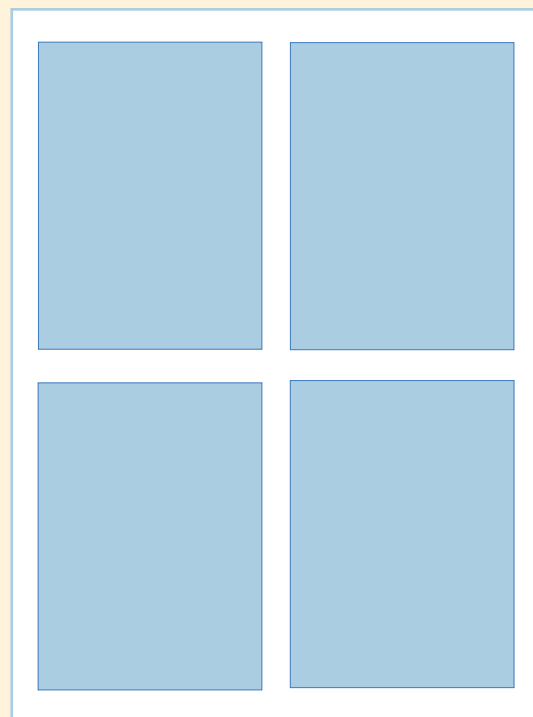
Specialty Section Advertising

EXAMPLES:

Pages 5, 7, and 8, provide examples of the specialty pages offered within The Iberian Horse magazine.

- Page 5 - Photo Classifieds
- Page 7 - Business Cards
- Page 8 - Stallion Listings

Advertising Sizing



QUARTER-PAGE: 3.5" x 4.75"

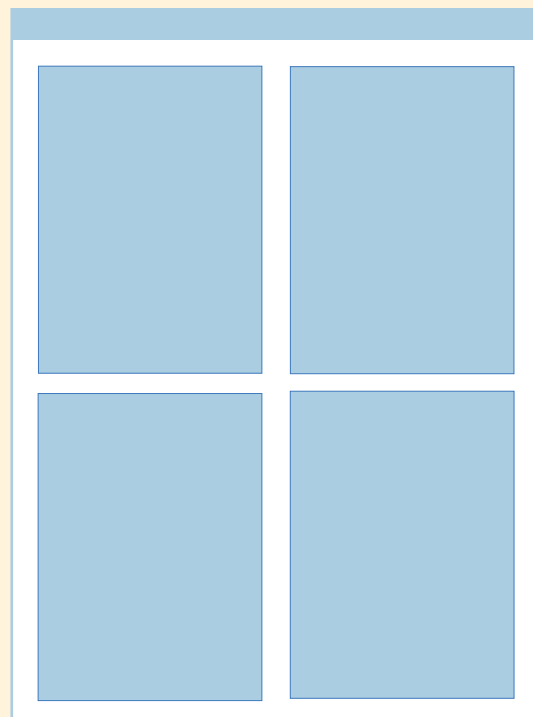


PHOTO CLASSIFIEDS SPECIALTY: 3.5" x 4.5"

2018 LUSITANO FOAL



Words up to 50 in number describing the item for sale or trade. Descriptive text to entice buyer to contact seller and learn more about the product and/or horse. Accomplishments, lineage, grab buyers attention to encourage a meaningful inquiry.

Price:
Contact information.

DOMA VAQUERO SADDLE



Words up to 50 in number describing the item for sale or trade. Descriptive text to entice buyer to contact seller and learn more about the product and/or horse. Accomplishments, lineage, grab buyers attention to encourage a meaningful inquiry.

Price:
Contact information.

NAME OF SENIOR MARE



Words up to 50 in number describing the item for sale or trade. Descriptive text to entice buyer to contact seller and learn more about the product and/or horse. Accomplishments, lineage, grab buyers attention to encourage a meaningful inquiry.

Price:
Contact information.

STUNNING JUNIOR MARE



Words up to 50 in number describing the item for sale or trade. Descriptive text to entice buyer to contact seller and learn more about the product and/or horse. Accomplishments, lineage, grab buyers attention to encourage a meaningful inquiry.

Price:
Contact information.

Advertising Pricing

PAGE TYPE	NEW PRICES
COVER *	\$1,200
INSIDE FRONT INSIDE BACK COVER	\$500
FULL PAGE	\$300
TWO-PAGE SPREAD	\$550
PREMIUM PAGES- PG 1, 2, OR 3	\$400
CENTER SPREAD- 2 PAGES	\$650
3-PAGE FOLD OUT (NEW)	\$850
4-PAGE FOLD OUT (NEW)	\$1,000
BACK COVER	\$700
HORIZONTAL HALF PAGE	\$225
VERTICAL HALF PAGE	\$225
QUARTER PAGE (NEW)	\$175
BUSINESS CARD	\$50 or 3 for \$125 (8 pp)
STALLION SPECIALTY, CLASSIFIED	\$75 or 3 for \$200 (4 pp)
PHOTO CLASSIFIED - FOR SALE	\$60 or 3 for \$150 (4 pp)

* Front cover will be sold on a per issue basis at Publisher's discretion. One cover per year per advertiser.

AVAILABLE DISCOUNTS:

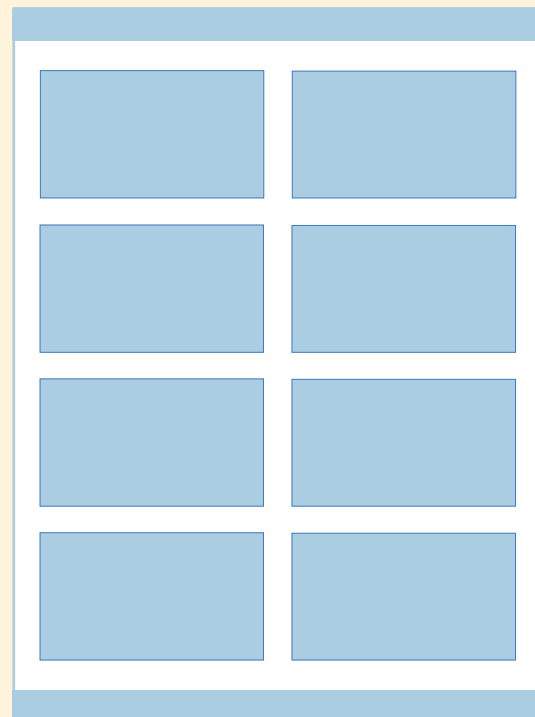
- Book all 3 issues. First ad is full price, next 2 are 10% off. Ads are to be of equal or lesser value. Strict deadlines for different ad submissions. Same ad run if different ad not supplied or late. No size upgrades. Excludes front cover, back cover, and 3-4 page fold out.
- Show advertising discounts. 10% off to groups that advertise a show that our IALHA and FPSH registered horses can compete at. E.G. Working Equitation, World Cup, etc.
- 15% off to IALHA sanctioned shows. We support our regions. E.G. ERAHC, BHTMW, Fiesta.

Distribution Statistics

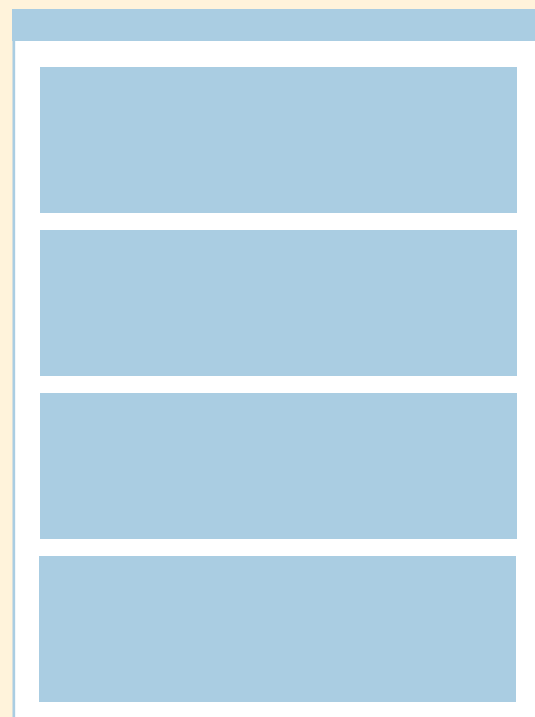
FPSH: Web - 1,450/wk or 6,000/mo | Facebook - 31,000+/mo | Twitter - 2,100 followers | Newsletter - 4,267

IALHA: Web - 6,500/wk or 26,000/mo | Facebook - 34,700+/mo | Newsletter - 1,400+

Advertising Sizing



BUSINESS CARD SPECIALTY: 3.5" x 2"



STALLION SPECIALTY: 8.25" x 2.35"

training ♦ lessons ♦ show coaching ♦ evaluations



Equestrienne
classical ♦ compassionate ♦ correct

www.jequestrienne.com ♦ trainer@jequestrienne.com

Jutta Heinsohn
(352) 598-2973



949.813.1095

31541 North Attaway Dr., San Tan Valley, Arizona 85143
LionheartAndalusians.com | cenglish@englishsales.com

Licensed and Bonded

John Beach
Owner / Operator

(352) 443-9180

Plantation
Residential / Commercial

Lawn & Exterior Maintenance
Large Equipment Operator
Land Clearing



Royal Palm
royalpalmbaroque.com

Jill Hegna
(214) 240-8859



TOPTAILS

Baroque Horses for Performance

(352) 445.1235



BELL TOWER STUD

Sarah Bright-Phillips
8140 Mitchell Mill Road
Zebulon, NC 27597

(423) 525-7031 (cell)

www.belltowerstud.com
RIDstallions@gmail.com

from classic to clever & always unique design

GrafX by Laurie

advertising • marketing • web design • magazine editing
videography • photography • freestyle audio design
specializing in equine services

grafxbylaurie@gmail.com

(352) 445-1235

STALLION NAME GOES HERE*Sire name and dam name goes here*

Short descriptive text that entices people to consider this stallion for breeding. Highlight attributes and strengths, what the stallion offers the mare is improvement; performance and in-hand highlights as well. What sets you stallion apart from the crowd?

Stud Fee:**Breed:****Height:****Color:****Contact info:****STALLION NAME GOES HERE***Sire name and dam name goes here*

Short descriptive text that entices people to consider this stallion for breeding. Highlight attributes and strengths, what the stallion offers the mare is improvement; performance and in-hand highlights as well. What sets you stallion apart from the crowd?

Stud Fee:**Breed:****Height:****Color:****Contact info:****STALLION NAME GOES HERE***Sire name and dam name goes here*

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Stud Fee:**Breed:****Height:****Color:****Contact info:**

Inset Order *(to advertise)*

THE Iberian HORSE

DEDICATED TO THE SPANISH AND PORTUGUESE HORSE

Insertion Order #: Office Use Only Order Date: _____

Organization: FPSH ___ IALHA ___ *(check one)*

Advertiser Name: _____

Address: _____ Phone: _____

E-Mail: _____

We, the Advertiser, agree to purchase the following advertising space according to this contract and subject to the terms specified:

Ad Size: _____ Section: _____

Ad Description: _____ Frequency: _____

Cost per Frequency: _____ Order Total: _____

We agree to pay for any design costs incurred in addition to the charges listed. We agree to be bound by the terms and conditions specified on this agreement. Online Advertising Terms and Conditions: It is the responsibility of the advertiser to verify that the online advertisement is posted for the period specified on the signed insertion order. The publisher is not responsible for any discrepancies or errors in an online advertisement supplied by the advertiser or their agency.

SIGNATURE: _____ Position: _____

Print Name: _____ Date: _____

Notes: "Please make checks payable in U.S. funds to IALHA or FPSH Respectively."
See Page 3 for address and contact information for each organization.

