

THE Iberian HORSE

DEDICATED TO THE SPANISH AND PORTUGUESE HORSE



MEDIA KIT

The International Andalusian and Lusitano Horse Association

Advertising Deadlines

Materials Due	
Issue 1	04/10/2020
Issue 2	08/10/2020
Issue 3	12/10/2020

Advertising Specifications

RESERVATIONS:

Send Insertion Orders to:

ERICA PEET | ialhapub@gmail.com | Phone: (801) 599-7845

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.

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.

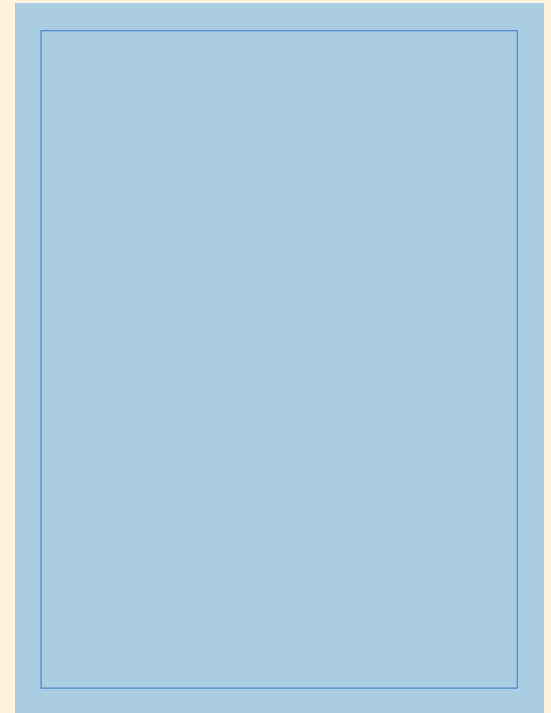
Color: 4-color ads must be in CMYK.

B&W: Grayscale only (300 dpi)

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

Large Files: Dropbox delivery systems accepted

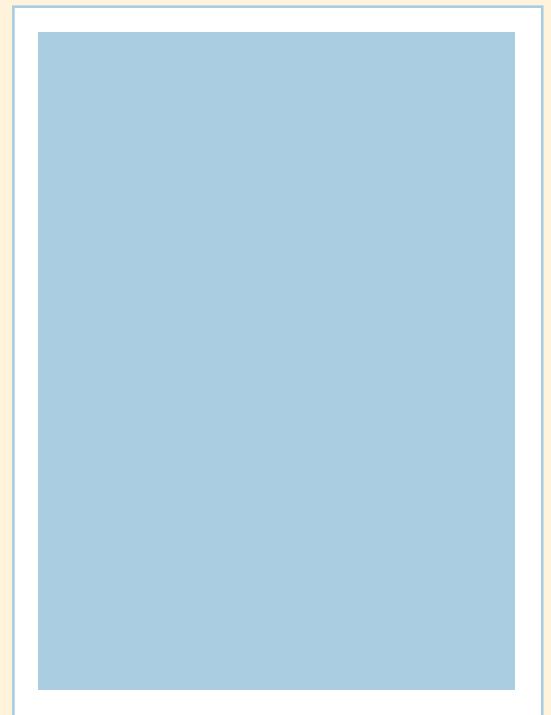
Advertising Sizing



FULL PAGE W/BLEED (WxH):

Design for bleed: 9.0" x 11.5"

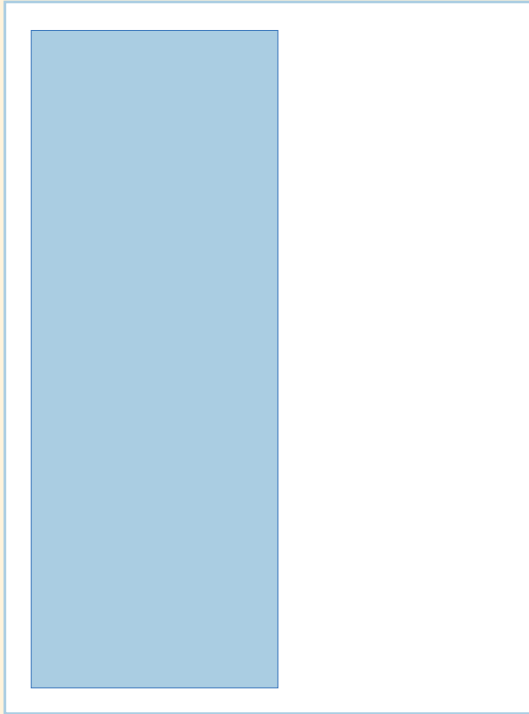
Trim size: 8.5" x 11" | Safe area: 7.75" x 10.25"



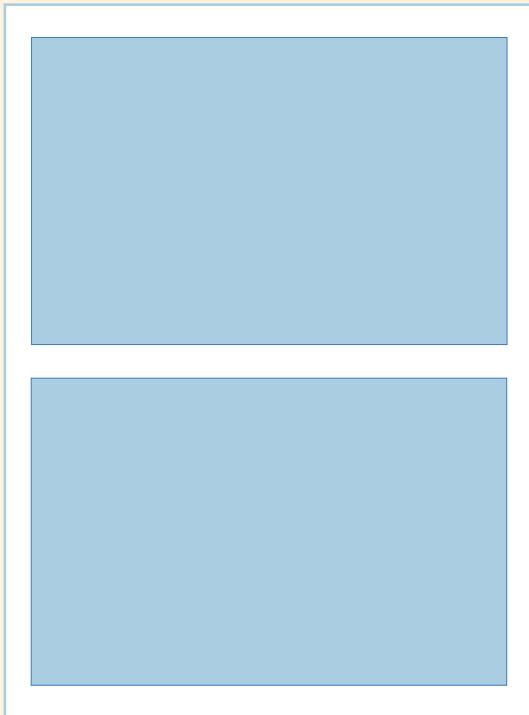
FULL PAGE (WxH): No bleed: 7.5" x 10"

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 (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.

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 email or Dropbox
- Email files up to 15 MB in size to ialhapub@gmail.com
No ZIP files please. They will be removed before email reaches destination.

PAYMENT:

INTERNATIONAL ANDALUSIAN AND LUSITANO HORSE ASSOCIATION: 22 Inverness Center Parkway, Birmingham, AL 35243 | Phone: (205) 995-8900 | Accept credit cards and PayPal

Insertion Orders are available at the end of this package.

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

A Step Up Section Advertising

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

Distribution Statistics

- IALHA Website – 65,000+ views and 20,000+ individual users (2019)
- IALHA Facebook Page – 8,400+ Followers, 459,000+/year Impressions, 314,000+/year Reach, 21,675/year Engagements (2019)
- The Iberian Horse Facebook Page – 722 Followers, 60,200+/year Reach, 3,800+/year Engagements (2019)
- Newsletter - 1,400+/year. Each member receives the magazine. Subscriptions are also available.

Advertising Pricing

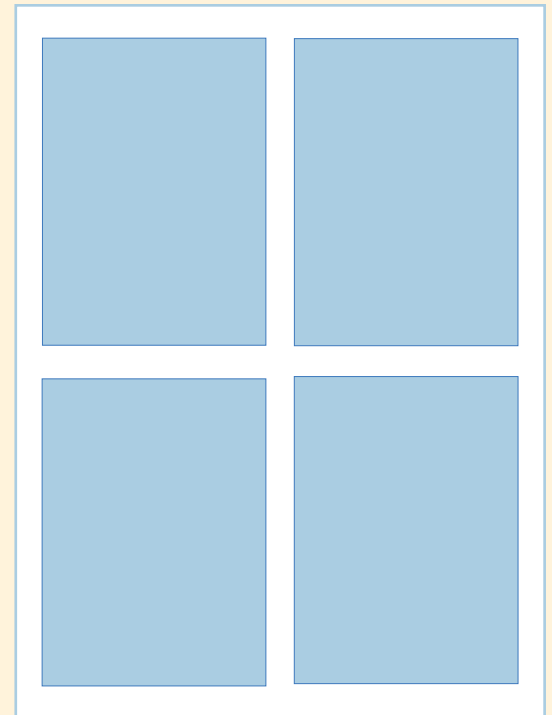
PAGE TYPE	NEW PRICES
COVER *	\$800
INSIDE FRONT/INSIDE BACK COVER	\$300
FULL PAGE	\$200
TWO-PAGE SPREAD	\$400
PREMIUM PAGES- PG 1, 2, OR 3	\$250
CENTER SPREAD- 2 PAGES	\$450
3-PAGE FOLD OUT (NEW)	\$750
BACK COVER	\$500
HORIZONTAL HALF PAGE	\$100
VERTICAL HALF PAGE	\$100
QUARTER PAGE	\$50
BUSINESS CARD	\$20 or 3 for \$50 (8 per page)
STALLION PHOTO CLASSIFIED	\$50 or 2 for \$80 (3 per page - issue 1 & 2 only)
PHOTO CLASSIFIED - FOR SALE	\$30 or 3 for \$80 (4 per page)
ISSUE 3 - SPECIALTY LISTING (FULL PAGES FORMATTED BY IALHA)	
Includes business card ad in the following issues 1 and 2. Ads will be featured on IALHA Website for full year, and posted on the IALHA and The Iberian Horse Facebook pages.	
STALLION DIRECTORY	\$150
TRAINER DIRECTORY	\$150
FARM DIRECTORY	\$150

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

AVAILABLE DISCOUNTS:

- **Early Bird Special:** 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 submission. Same ad run if different ad not supplied or late. No size upgrades. Excludes Cover, Classifieds and Business cards.
- **Show advertising discounts:** 50% off to groups that advertise a show that our IALHA registered horses can compete at. (E.G. Fiesta, BHTMW, Working Equitation, World Cup, Dressage, etc.) For Full

Advertising Sizing



QUARTER-PAGE: 3.5" x 4.75"

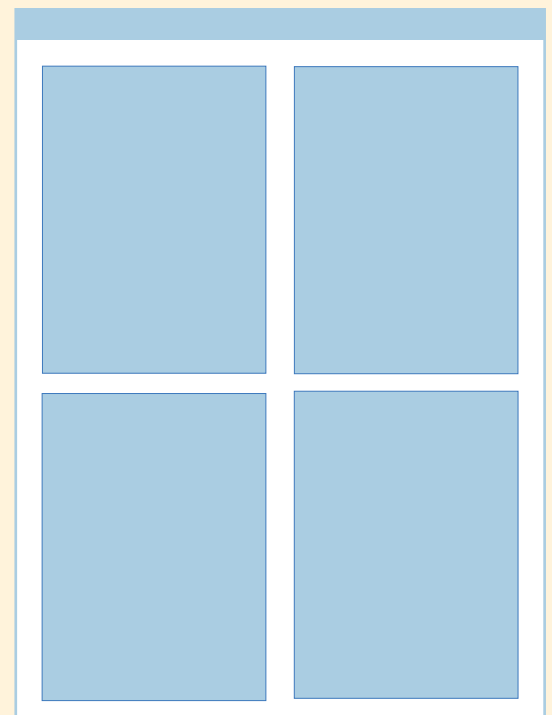


PHOTO CLASSIFIEDS SPECIALTY: 3.5" x 4.5"

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.

AVAILABLE DISCOUNTS (CON'T):

Page size ads or smaller, all larger sized ads excluded.

- **20% off for Congratulations Announcements:** Full page or Horizontal Half page only. Congratulate the accomplishments of a horse or rider. The ad must say "Congratulations" on it to qualify for this discount.
- **ISSUE 3 Multiple Specialty Listing Pages Special:** Buy 3 or more Specialty Pages (any combination of- Stallion, Trainer, and/or Farm) get \$25 off per page.
- **Early Bird Specialty Listing Pages:** Place your order (the completed Insertion Form) prior to the December 10 deadline, and get 10% off your order.

Editorial Calendar

ISSUE 1 - 2020: MATERIALS DUE APRIL 10

Traditional Spanish Attire by Diane Barber; Art Contest Winner; USEF HOTY Awards; USEF Annual Meeting Recap; and Where We Have Been Seen submissions!!

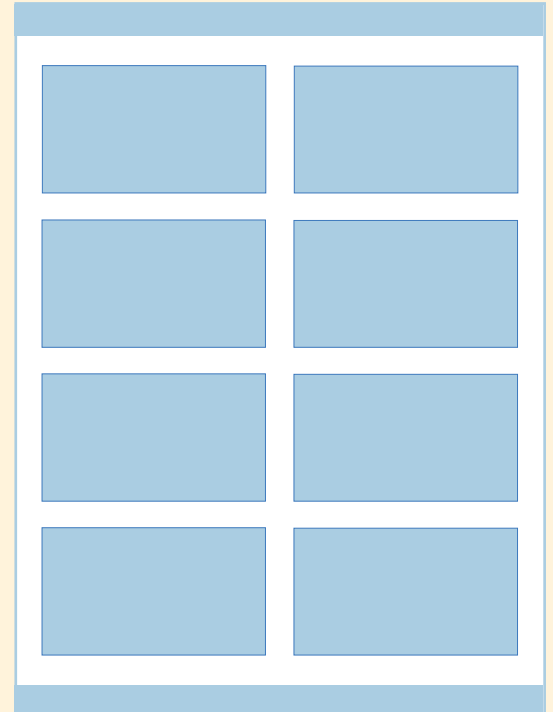
ISSUE 2 - 2020: MATERIALS DUE AUGUST 10

PSL Commission Lusitano News; Driving with Rafael Soto by Diane Barber; and Where We Have Been Seen!

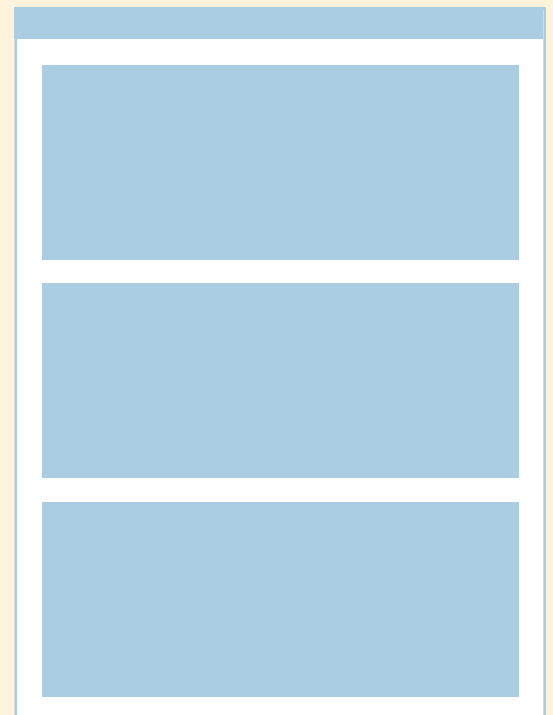
ISSUE 3 - 2020: MATERIALS DUE DECEMBER 10

Nationals Recap and Results; Dressage Finals and USDF All Breeds Results; Year End Award Winners; Calendar Contest Winners; Membership Directory; Stallion, Farm, and Trainer Listing Directories; and Where We Have Been Seen.

Advertising Sizing



BUSINESS CARD SPECIALTY: 3.5" x 2"



STALLION SPECIALTY: 8.25" x 3.15"

training ♦ lessons ♦ show coaching ♦ evaluations



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TOPTAILS

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Zebulon, NC 27597

(423) 525-7031 (cell)

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GrafX by Laurie

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videography • photography • freestyle audio design
specializing in equine services

grafxbylaurie@gmail.com

(352) 445-1235

INGRATO JLE

by *Dominante XVI* out of *Ingrata XIV*

Imported from Jose Luis DE LA ESCALERA in Spain. Holds multiple Andalusian World Cup and ILAHA titles in Hunt Seat, Show Hack and Western Pleasure. Currently showing Western and Cowboy Dressage - always scoring in the 70's. A one in a million disposition making him ideal for Youth and Amature riders

Stud Fee: \$1,000 **Breed:** ANDALUSIAN **Height:** 16.3 hh
Color: BAY **Contact info:** Leeanne Lloyd Maffos (559) 679-3900



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:



Insert Order (to advertise)

THE Iberian HORSE

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Insertion Order #: *For Office Use Only*

Advertiser Name: _____ Order Date: _____

E-Mail: _____ Phone: _____

Address: _____

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

Ad Description: _____

Ad Size/Type: _____ Frequency: _____

Cost per Frequency: _____ Order Total: _____

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

SIGNATURE: _____ Position: _____

Print Name: _____ Date: _____

Notes: "Please make checks payable in U.S. funds to IALHA"
22 Inverness Center Parkway, Birmingham, AL 35243 | PH: (205) 995-8900
Accept credit cards and PayPal

