

PINTO HORSE ASSOCIATION MEDIA KIT 2020

Pinto Horse Association of America was formed to encourage the promotion of quality horses, ponies and miniatures. Since that time, three registries have been formed to maintain the pedigrees and show records: Color Registry, Solid Registry and Long Ear Registry. Currently, the association serves approximately 78,000 members and boasts more than 155,000 registered equine. The association was incorporated in 1956.



HORSE ASSOCIATION
OF AMERICA, INC.

PINTO HORSE ASSOCIATION MEDIA KIT 2020



ADVERTISE WITH PtHA

Build your brand by advertising with Pinto Horse Association. Members read our digital publication to see show results and other information. We take your ad right to prospective customers and into their inbox, tablet or smart phone! Advertise with us and get your company noticed!

EQUINE INDUSTRY REACH

We have a range of members with a variety of interests. Pinto Horse Association contains three different divisions: Color Breed, Long Ear Registry and Solid Registry. With such diverse groups, your message will be viewed by a larger audience. Reach more prospects for your brand promotion with PtHA.

EMAIL DISTRIBUTION

Each issue is emailed to over 10,000 email addresses including owners, exhibitors, judges, trainers, breeders, businesses, and others.

WEBSITE REACH

2,000,000 website visits a year

SOCIAL MEDIA REACH

Over 101,000 Facebook fans

STATISTICS

Readers from all 50 US states, Canada and other countries

DEMOGRAPHICS

Q4-2015 online web survey

Median age.....	53
Female members.....	84.9%
Married members.....	64%
Self-employed.....	28%
Median years of education.....	16
Median annual income.....	\$80,000
Household size.....	1.6
Horses owned.....	8.7
Members started as youth.....	11.3%

FEATURES

Our magazine celebrates our members' achievements at Pinto World Championship Show and Color Breed Congress. We use professional photography and feature articles to highlight members' experiences in each issue.

ONLINE MAGAZINE 2020 EDITORIAL CALENDAR

WINTER	Color Breed Congress Results & Photo Contest
SPRING	Year-End Awards & PtHA Convention
SUMMER	Pinto World Championship Show Results
FALL	Mid-Year Awards

ADVERTISING RATES

SPRING, FALL AND WINTER ISSUES ONLINE MAGAZINE

Classification	Price	Specifications
Full Page	\$100	8.5" x 11"
Half Page	\$65	8.5" x 5.5"

RGB Color, JPEG or PDF, 300 dpi

SUMMER ISSUE ONLINE MAGAZINE

Classification	Price	Specifications
Full Page	\$250	8.5" x 11"
Half Page	\$150	8.5" x 5.5"

RGB Color, JPEG or PDF, 300 dpi

COLOR BREED CONGRESS OR PINTO WORLD CHAMPIONSHIPS PRINTED SHOW PREMIUM BOOKS

Classification	Price	Specifications
Full Page	\$250	5.5" x 8.5"
Half Page	\$125	5.5" x 4.25"

Grayscale Color, JPEG or PDF, 300+ dpi

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PACKAGES

Bundle your advertising for the best rates!

MAGAZINE MEDIA PACKAGE

- + 1 SUMMER MAGAZINE FULL PAGE AD
- + 1 FALL MAGAZINE FULL PAGE AD
- + 1 WINTER MAGAZINE FULL PAGE AD
- + 1 SPRING MAGAZINE FULL PAGE AD

\$450 FOR 4 ADS

MARKETING MEDIA PACKAGE

The Complete Marketing Media Package is the best value for your advertising dollars and includes a full year of multi-platform marketing. Reach 101,000 FB fans plus the many views in each issue of Pinto Horse Online Magazine.

INCLUDES:

- Complete year of full page advertising in online magazine (ads in 4 issues)
- Complete year of advertising placement on www.pinto.org
- Two direct email blasts to subscription list of over 10,000 industry emails
- One online magazine feature article written by our team with professional photography

\$1000 FOR MARKETING MEDIA PACKAGE

Includes online magazine ads, website ads, direct email blast and feature article with images

ADVERTISING RULES

APPROPRIATENESS Pinto Horse reserves the right to decline any advertisement that the PtHA determines to be inappropriate.

CANCELLATIONS Cancellations are not accepted after the advertising deadline.

CONTENT ACCURACY Advertisers are responsible for insuring advertisements containing pedigrees, awards, points and other recorded information are accurate in regards to records kept by PtHA. Pinto Horse reserves the right to change any information to correctly reflect official PtHA records. PtHA members may check records online for free at www.pinto.org.

DIGITAL FILE FORMAT Digital files must be JPG or PDF. All embedded fonts and graphics must be included. 300 dpi is recommended for all ads, print or digital, for best viewing options.

DIGITAL FILE SUBMISSION Files may be submitted via e-mail if they do not exceed 10 megabytes in size. Files larger than 10 megabytes can be submitted via Dropbox, WeTransfer or other file sharing platforms.

AD DESIGN We can design your ad. The set-up fee is \$100 per new full page ad. Advertisers have at least 24 hours to approve their ad.

PHOTOS AND ARTWORK Advertisers are responsible for obtaining reproduction rights to images used.

LIABILITY Pinto Horse and PtHA are not liable for inaccurate advertising content or copyright infringement due to photographs or art reproduced in customer advertising.

PLEASE CALL TO CONFIRM EMAIL RECEIPT
IF YOU DO NOT RECEIVE A RESPONSE.

ADVERTISING DEADLINES

If PtHA will be designing the ad, materials must be received 10 days before actual deadline.

- WINTER - DECEMBER 20
- SPRING - MARCH 20
- SUMMER - JULY 20
- FALL - SEPTEMBER 20



www.pinto.org

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