### PINTO HORSE ASSOCIATION MEDIA KIT 2022

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 88,000 members and boasts more than 158,000 registered equine. The association was incorporated in 1956.



HORSE ASSOCIATION OF AMERICA, INC.

# PINTO HORSE ASSOCIATION MEDIA KIT 2022

#### **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

04-2015 online web survey Median age	
Married members64% Self-employed28%	
Self-employed28%	
Median years of education16	
Median annual income\$80,000	0
Household size1.6	
Horses owned8.7	
Members started as youth11.3%	

#### **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 2021 EDITORIAL CALENDAR

WINTER	Color Breed Congress Results & Photo Contes
SPRING	Year-End Awards
SUMMER	Pinto World Championship Show Results
FALL	Mid-Year Awards
	100

#### **ADVERTISING RATES**

SPRING, FALL AND WINTER ISSUESONLINE MAGAZINEClassificationPriceSpecificationsFull Page\$100 $8.5" \times 11"$ Half Page\$65 $8.5" \times 5.5"$ RGB Color, JPEG or PDF, 300 dpi

#### SUMMER ISSUE

301111ER 1330E					
<b>ONLINE MAGAZINE</b>					
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					
ONLINE 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					



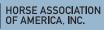




www.pinto.org

magazine@pinto.org 405.491.0111 EXT. 224





# PINTO HORSE ASSOCIATION MEDIA KIT 2022

### 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





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#### **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 21 SPRING - MARCH 21 SUMMER - JULY 21 FALL - SEPTEMBER 21



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