



Horse Resource



- Monthly Printed Magazine
- National Exposure
- Digital Magazine
- Ad Design
- Website Design
- Marketing Specials



The Horse Resource

publishes a monthly print and digital magazine featuring performance horses. Coverage includes highlights of events from the Kentucky Derby to the National Finals Rodeo and everything in between.

Monthly featured articles include veterinary information, inspirational articles focused on faith and living with horses and even a comical article written by Bella, a Jack Russell Terrier with a sense of humor.

The Horse Resource is the official publication for several organizations including the IBRA (International Barrel Racing Association) and QHRAI (Quarter Horse Racing Association of Indiana.)

The Horse Resource -
Where Race Horse Speeds... Meet Barrel Horse Needs.





Who Subscribes to The Horse Resource?

The Horse Resource subscribers are people actively involved in the horse industry. Our main readership includes owners, breeders, riders and trainers. These people are involved in disciplines such as Quarter Horse and Thoroughbred racing, barrel racing, pole bending, mounted shooting, rodeo and more.

The Horse Resource subscribers span across the United States with the largest base of readers in the Great Lakes Region. (Indiana, Ohio, Illinois, Kentucky, Michigan, Tennessee, etc)

Do our readers fit your target audience?

Our readers are horse owners who are active in the industry. They are competing, breeding, training and /or supporting the horse industry by investing a large portion of their income to caring for their horses. They are making major purchases on horse related items from feed to real estate and from clothing to trucks and trailers. Many of our readers are leaders in the industry.



Where can I get a copy? The Horse Resource is distributed to 45 States (& counting.) It is available for FREE in many Western Stores, Trailer Dealers and other Retailers across the US. Check out the on-line digital version at www.thehorseresource.net. Our digital version allows us to reach thousands more readers each month! You can also find a copy at many equine events. Contact us to have your favorite location become a distributor or to subscribe.



The Horse Industry

The economic study done by Deloitte Consulting LLP for the American Horse Council Foundation in 2005 validates what the industry has known for some time, that the horse industry is a highly-diverse, national, serious and economically significant industry that deserves the attention of the general public, the media and federal, state and local officials.

Based on that study, here are a few facts about the horse industry in United States.

- There are 9.2 million horses in the United States.
- 4.6 million Americans are involved in the industry as horse owners, service providers, employees and volunteers. Tens of millions more participate as spectators.
- 2 million people own horses.
- The horse industry has a direct economic effect on the U.S. of \$39 billion annually.
- The industry has a \$102 billion impact on the U.S. economy when the multiplier effect of spending by industry suppliers and employees is taken into account. Including off-site spending of spectators would result in an even higher figure.
- The industry directly provides 460,000 full-time equivalent (FTE) jobs.
- Spending by suppliers and employees generates additional jobs for a total employment impact of 1.4 million FTE jobs.
- The horse industry pays \$1.9 billion in taxes to all levels of government.
- Approximately 34% of horse owners have a household income of less than \$50,000 and 28% have an annual income of over \$100,000. 46% of horse owners have an income of between \$25,000 to \$75,000.
- Over 70% of horse owners live in communities of 50,000 or less.
- There are horses in every state. Forty-five states have at least 20,000 horses each.

Information can be found at www.horsecouncil.org - Also available is specific state information.

The Official Publication or Voice of the following:

IBRA (International Barrel Racing Association)
 NPBA (National Pole Bending Association)
 QHRAI (Quarter Horse Racing Association of Indiana)
 ITOBA (Indiana Thoroughbred Owner's and Breeder's Association)

IJRA (Indiana Junior Rodeo Association)
 IHSRA (Indiana High School Rodeo Association)
 1st Ohio CMSA (Cowboy Mounted Shooting Association)
 Indiana Rough Riders CMSA (Cowboy Mounted Shooting Association)

AND MORE! Have your organization added to this list.....contact us to learn more.

Magazine Print Ads (Currently all magazine ads are also ran on website.)

Color Feature Ad Spaces

Front Cover	\$1,000
Inside Front Cover (Left or Right page)	\$650
Back Cover	\$750
Inside Back Cover (Left or Right page)	\$600

Color Ads

Full Page	\$500
<i>All full page ad specs will be 8.25" x 10.75"</i>	
<i>Please: No text .25" inside edges and allow .25" for bleed.</i>	
½ Page	\$300
<i>No bleed: vertical 3.625 x 9.75, horizontal 7.25 x 4.875</i>	
<i>With bleed: vertical 4.125 x 10.75, horizontal 8.25 x 5.375 + .25 bleed</i>	
¼ Page	\$200
<i>No bleed: vertical 3.625 x 4.875</i>	

Stallion Directory \$ 25

** New Rate (1 Year contract - pay for only 10 months \$250)*

Business Card Directory \$ 25

** New Rate (1 Year contract - pay for only 10 months \$250)*

Classified Ads

40 Words w/One Color Photo*	\$ 40
Each additional Word	\$.20

***Classified Ads will be placed in the order in which they are received. Please submit high quality photos.*

Showbill Rates (Black & White ONLY, Add color at Color Rates- These prices apply to NFP only!)

All showbills will be printed exactly as they are presented. We DO offer Showbill design!

Full Page	\$200
½ Page	\$150
¼ Page	\$125

Ad Design

PLEASE NOTE: *We can design your ad for you. Very reasonable rate of \$50 per ad.*

This rate includes all design and layout with a copy of your ad sent to you for approval before print.

For an additional fee we can send you a hard copy on disc.

CAMERA READY AD REQUIREMENTS:

(If you have an ad ready for print, plan on having one made or plan on making one yourself....please read!)

- PDF or JPEG files preferred. PLEASE SEND HIGH QUALITY ADS. JPEG files should be in CMYK or grayscale (for B&W ads) with photo resolution of 300 dpi.
- Please be aware that ALL pictures used to create ads should be at least 300 dpi or they may print blurry!
- All Full page ads (8.25" x 10.75") please allow 1/4" for color bleed and NO TEXT within 1/4" of edges!
- Ads can be sent by email to thehorseresource@msn.com or sent via yousendit.com
- Any questions regarding camera ready ads, please, contact us at thehorseresource@msn.com



Horse Resource

Advertising Order/Contract

This contract guarantees the advertiser listed below specifically requested advertisement space in The Horse Resource publication for the duration of time listed below. The Advertiser agrees to make payment in full for the specified advertisement space. Payment must accompany advertising contract or other arrangements must be made with sales representative.

PAID _____
DATE _____

Business/Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: Home: _____ Work: _____ Cell: _____

Email: _____

Run my ad in the month(s) of: _____

COVERS (Full Color - Call or email for availability)			
<input type="checkbox"/> Outside Front	\$1000	<input type="checkbox"/> Inside Back (L)	\$600
<input type="checkbox"/> Inside Front (L)	\$650	<input type="checkbox"/> Inside Back (R)	\$600
<input type="checkbox"/> Inside Front (R)	\$650	<input type="checkbox"/> Outside Back	\$750

-Deposit Required to Reserve Covers-

AD RATES	
	<i>Check one</i>
FULL COLOR ADS	
<input type="checkbox"/> Full Inside Page	\$500
<input type="checkbox"/> Half Page	\$300
<input type="checkbox"/> Quarter Page	\$200
DIRECTORIES	
<input type="checkbox"/> Stallion Directory	\$ 25
<input type="checkbox"/> Yearly Stallion Directory	\$250
<input type="checkbox"/> Business Card (Standard Business Card size (B&W Only))	\$ 25
<input type="checkbox"/> Yearly Business Card	\$250
SHOWBILL PRICING (Black & White ONLY - Not For Profit ONLY)	
<input type="checkbox"/> Full Page Showbill	\$200
<input type="checkbox"/> Half Page Showbill	\$150
<input type="checkbox"/> Quarter Page Showbill	\$125
<small>Sizes & Dimensions:</small>	
<small>Full Page: (8.25" x 10.75" - add 1/4" all side for bleed)</small>	
<small>Half Page: (No bleed: vertical 3.625 x 9.75, horizontal 7.25 x 4.875)</small>	
<small>Quarter Page: (3.625 x 4.875)</small>	

Payment Method: <i>Payment must accompany ad placement</i>	
<input type="checkbox"/> Check Enclosed	Check # _____
<input type="checkbox"/> CC	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Other
Card #: _____	
Exp. Date: _____	3-digit code: _____
Authorized Signature: _____	
Cardholder's name: _____	
Cardholder's address: _____	
Cardholder's phone #: _____	
<small>CC payments are subject to 4% convenience fee</small>	

Classifieds (All ads run for 2 months)	
<input type="checkbox"/> Photo Classified	\$40
<small>(40 word ad includes one color photo - \$.20 Each additional word) Please type or print clearly on separate sheet and attach.</small>	

Ad Design: <i>Let us create a high quality ad for your business.</i>	
<input type="checkbox"/> Ad design	\$50
<small>We design your ad to be printed in The Horse Resource. Your approval of proof required before print.</small>	
<input type="checkbox"/> Hard Copy of ad on disc	\$25
<small>Your ad sent to you on disc in your choice of format(s)</small>	

Web Design: <i>Now offering web design and maintenance.</i>	
<input type="checkbox"/> Contact me about designing a web page for my business.	

Special Instructions:

TOTAL DUE: _____

Send payments to:

The Horse Resource, LLC
12601 S. CR 200 W.
Muncie, IN 47302
765-744-7363
thehorseresource@msn.com

Sales Representative Information
<i>Please contact your representative directly with any questions:</i>

Advertiser will be responsible for any fees incurred in order to obtain payment including returned check fees. It is the responsibility of the advertiser to verify that information provided to The Horse Resource Magazine is correct and accurate. The Horse Resource Magazine will not be held responsible for any incorrect information provided by any advertiser.

www.thehorseresource.net
Deadlines: Reserve: 10th of preceding month; Copy due: 15th of preceding month

Web Design & Maintenance

Hosting Fees

Monthly Site Hosting Fees \$20 per month

Start Up Fees

Start Up design \$1500 base price

Includes: 6 pages with same basic design format.

Page is one page width (1000 pixels) and two pages in length (2000 pixels)

Additional pages are \$300 each

Maintenance

Updates \$40 per hour

Updates provided on an "as needed" basis. We do charge by the hour with a minimum charge of \$40 for each individual update. We recommend weekly or monthly updates.

Updates can be scheduled to fit your business needs, as often as needed.

Additional Fees May Apply

Domain name registration

If you do not currently have a domain name, we can obtain one for you.

Rates vary, contact us for more information.

Storefronts/Merchant Type website

These require a bit more in-depth start up, as well as the need to purchase a "storefront" account (approximate \$200 per year in addition to hosting fees.)

Call for more information.

Contact Information

Call or email us today for a quote or to reserve your space.

The Horse Resource

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Christa Conway

(765)744-7363

thehorseresource@msn.com

Horse Resource

Subscription Form

CIRCLE ONE:

Renewal OR New Subscription

1 Year Subscription Rates

US Residents

QTY _____ each @ \$25.00

= _____

Outside US

QTY _____ each @ \$40.00

= _____

Name: _____

Total enclosed: \$ _____

Address: _____

Send this card with payment to:

The Horse Resource

12601 S. CR 200 W.

Muncie, IN 47302

.....or go on-line

to order your subscription

City _____ St _____ ZIP _____

Phone: _____

Email: _____

Office Use Only:
Ref# _____ Through _____

Please tell us your interests: (Please check all that apply)

- Breed Info *breed?* _____ Barrel Racing Horse Racing Rodeo Show Results Horse Health
- CMSA Other: *Please specify* _____

www.thehorseresource.net

Cut on line and send top portion to address above.

Subscribe today...

CONTACT US FOR MORE INFO:

thehorseresource@msn.com

- High Quality
- Glossy Color Pages
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Don't Miss Another Issue!

One year subscription in US \$25.00

Outside US \$40.00

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Official Publication



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