

# Idaho Quarter Horse

A N N U A L

*Promoting the American Quarter Horse*

*The premier listing of Quarter Horse related businesses, breeders, and trainers.  
Serving the Northwest region of Idaho, Washington, Oregon, Nevada, Utah, and Montana.*

## 2017 MEDIA KIT



DAVID R. STOECKLEIN

The logo features the word "Idaho" in a large, grey, serif font. A white outline of the state of Idaho is superimposed over the letters. To the right of "Idaho", the words "Quarter Horse" are stacked in a bold, black, sans-serif font. Below "Quarter Horse", the word "ANNUAL" is written in a smaller, black, sans-serif font, centered under a solid blue horizontal bar.

# Idaho Quarter Horse ANNUAL

*Idaho Quarter Horse Annual is a yearly publication of the Idaho Quarter Horse Association (IQHA) designed to promote the American Quarter Horse and provide regional resources for equine professionals and enthusiasts in the Northwest.*

*It celebrates the year-end success of its members in competition and race; provides important association news, updates and calendar of events for the coming year; spotlights area businesses, services and members; and showcases the value and versatility of Quarter Horses.*

*The magazine is distributed throughout the year at Expos, conventions, competitions, meetings and other various events as well as available on shelves in tack, feed and equipment locations in the region of Idaho, Washington, Oregon, Nevada, Utah, Wyoming and Montana.*

***IQH Annual is the premier equine source for the Northwest.***

The logo consists of the words "IDAHO QUARTER HORSE ASSOCIATION" stacked vertically in a bold, black, serif font. A red silhouette of a horse's head is overlaid on the text, with its snout pointing towards the bottom right.

IDAHO  
QUARTER  
HORSE  
ASSOCIATION

# ADVERTISING

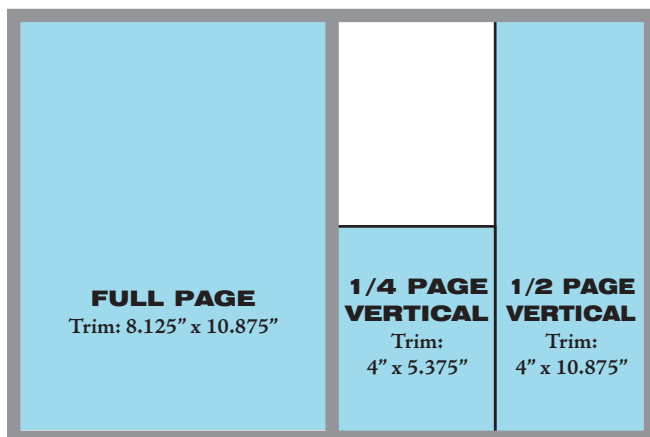
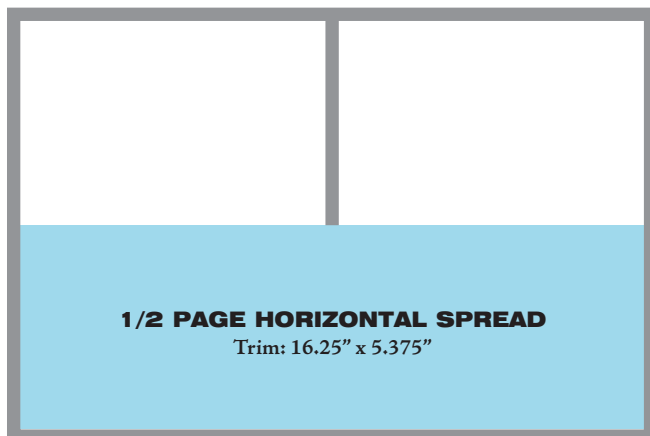
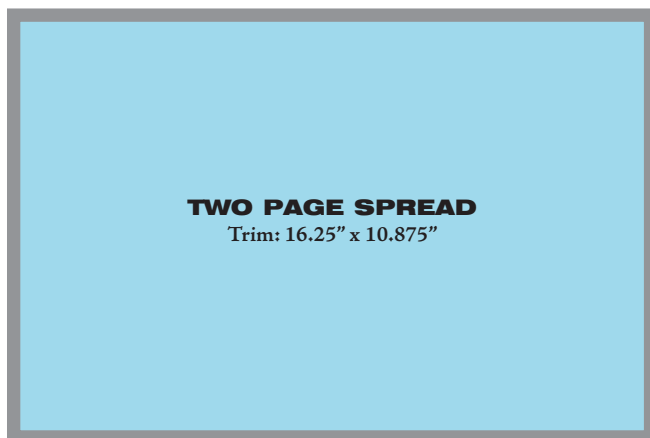
Space Reservation Deadline: October 3, 2016

Materials Due: October 31, 2016

WANT TO  
**STAND OUT**  
FROM THE CROWD?

All options available –  
**Gate Folds, Roll-Outs, Belly Bands, Tip Ins, and more!**

*Inquire for details and pricing.*



## ADVERTISING OPPORTUNITIES

SIZE	CORPORATE	MEMBER
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### COVERS

Back Cover	\$1,885	\$1,450
Inside Front	\$1,625	\$1,250
Inside Back	\$1,625	\$1,250

### PREMIUM COLOR

2-Page Spread	\$1,820	\$1,000
1/2 Page Horizontal Spread	\$990	\$550
Full Page	\$990	\$550
2/3 Page	\$772	\$440
Half Page	\$615	\$325
1/4 Page	\$390	\$220

### MARKET SECTION

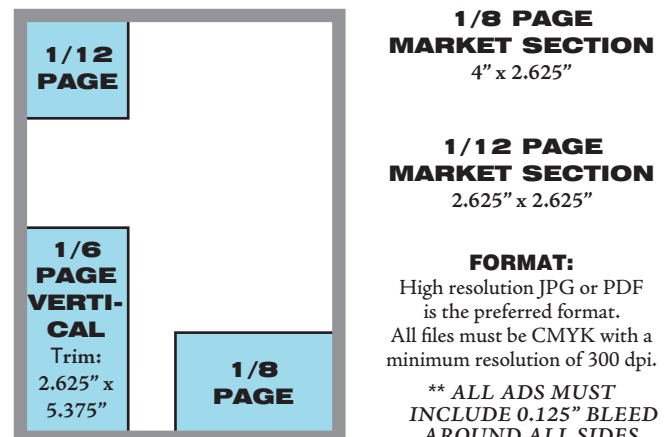
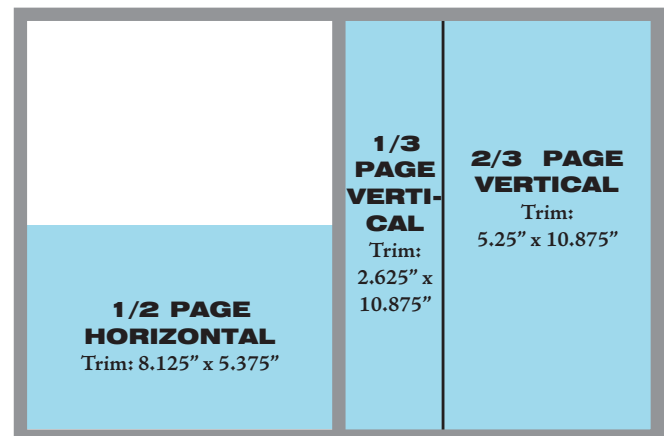
1/8 Page	\$150	\$150
1/12 Page	\$85	\$85

### ADVERTORIAL

2 Page	\$720
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\* Buy 5 full page ads, get a 6<sup>TH</sup> full page ad free.

\*\* Inquire about affiliate/association discounts



2720 W. Pullman Road, Moscow ID 83843-4024 | (208) 882-5578 ext. 237 or 258 – (208) 882-8150 fax | laslucmag@gmail.com

Farm/Ranch/Business Name: \_\_\_\_\_

Responsible Party: \_\_\_\_\_ Account/IQHA Member Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## **AD SIZE**

- |   |  |  |                                    |
|---|--|--|------------------------------------|
| <input type="checkbox"/> Two-Page Spread    | <input type="checkbox"/> Full Page         | <input type="checkbox"/> 2/3 Page                          | <input type="checkbox"/> 1/2 Page  |
| <input type="checkbox"/> 1/3 Page           | <input type="checkbox"/> 1/4 Page          | <input type="checkbox"/> 1/6 Page                          | <input type="checkbox"/> 1/12 Page |
| <input type="checkbox"/> Stallion Avenue    | <input type="checkbox"/> Sale Ring         | <input type="checkbox"/> Horseman's Directory              |                                    |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Back Cover Call/Email for Pricing |                                    |

AMOUNT DUE: \$ \_\_\_\_\_

## **SPECIAL INSTRUCTIONS**

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## **GENERAL POLICY**

Advertising insertion orders, contracts and materials are subject to approval by the publisher. A **25% CANCELLATION CHARGE** will be assessed to those not providing materials or canceling the ad in writing before the **25<sup>TH</sup> OF THE MONTH**, two months prior to the publication date. A **10% LATE FEE** may be assessed for failure to provide ad materials by the materials deadline (see below). Ad copy must be submitted in typewritten form or legible handwriting. No verbal instructions are accepted.

## **PAYMENT**

Payments will be invoiced by and payable to *Appaloosa Journal*. Checks, money orders, Visa, Master Card and Discover are accepted. Invoices will be issued in November and payment plans are available upon request.

## **DISCOUNTS AND FEES**

Advertising agencies and customers submitting camera-ready art will receive a **15% DISCOUNT**. Advertisers may request a specific page or location for an additional **20% OF THE SPACE CHARGE**. Restrictions apply. Additional discounts and advertising incentives are available for multiple page advertising, frequency contracts and advertising specials. Contact the Advertising Department at (208) 882-5578 ext. 258 for details.

## **DEADLINES**

Space reservations are due **October 3, 2016**. Materials are due by **October 31, 2016**. Camera-ready ads are due by **November 15, 2016**.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*In signing this document, I hereby certify that I have reserved the advertising space described above and I accept and understand all policies and terms associated with this order and guarantee full payment.*

# Idaho Quarter Horse

ANNUAL

## CONTACT

### *Editor*

Dana Russell  
(208) 882-5578 ext. 237  
editor@appaloosajournal.com

### *Graphic Design*

John Langston  
(208) 882-5578 ext. 243  
artdirector@appaloosajournal.com

Jonthan Gradin  
(208) 882-5578 ext. 258  
designer4@appaloosajournal.com

### *Advertising*

Erin McBride  
(208) 880-6006  
laslucmag@gmail.com

Hannah Cassara  
(208) 882-5578 ext. 258  
advertising@appaloosajournal.com

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