



## Heartland Buckskin Horse Association

### 2021 Advertising Opportunities

**NEW FOR 2021 HBHA DIRECTORY!!!**

New for Heartland Buckskin in 2021 is the opportunity to be apart of our charter directory. Our directory will be supplied to all our HBHA members as well as our IBHA members at the World Show and fellow IBHA Charter Shows. With the new directory this year we have combined some packages for our show sponsors as well. Take a look at the following packages to see what suits you best!!

#### HBHA Directory Options:

Design Specifications: PDF(.pdf) files only ready to print. Convert ads to greyscale if submitting Black and White Ad.

Ad Size	Full Page	½ Page	¼ Page	Business Card
Color	\$125	\$80	\$40	\$25
Black/White	\$100	\$50	\$30	\$20

Page Specifications: **Full Page:** 8 ¾"x11 ¼"(full bleed), Finished size 8 ½"x11" Live Image/Text within 8"x10 ½". **Half Page:** Finished size 8 ½"x 5 ½" Live image/text within 8"x 5". **Quarter Page:** Finished size 4 ¼"x 5 ½" **Business Cards:** 3 ½" x 2".

#### Sponsorship Options:

- \$100 sponsors will receive
  - Their name/business announced at every show, every day.
  - Their name/business posted on our Facebook page.
  - Their name/business link posted on our website [www.heartlandbuckskin.org](http://www.heartlandbuckskin.org)
- \$175 sponsors will receive
  - All of option 1
  - If supplied with a banner, banner will be hung up at both shows for the duration of the weekend.
  - Their name/business logo placed on our show bill.
- Product donations (16 items or more)
  - Sponsor will be announced at our shows
  - Link posted on our website
  - Posted on our Facebook Page
  - Their name/business Logo placed on our show bill.

Option of Choice: \_\_\_\_\_

Total: \_\_\_\_\_

Please make checks to: Heartland Buckskin Horse Association or HBHA.

#### Introductory Discount Package:

- DP1: Full Page Color Directory Ad + Option 2 for \$260. (\$40 savings)
- DP2: Full Page Black/White Directory Ad + Option 2 for \$250. (\$25 savings)

Send ads to [heartlandbuckskinha@gmail.com](mailto:heartlandbuckskinha@gmail.com) by February 28, 2021.

Name/Business: \_\_\_\_\_

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

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