



Heartland Buckskin Horse Association

Advertising Opportunities

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 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!! Directory Ads have a deadline; however, we accept sponsors throughout the year. Thank you for your support!

HBHA Directory Options:

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

Design Specifications: PDF(.pdf) files only ready to print. Convert ads to greyscale if submitting Black and White Ad. Per Conquest Graphics "please set your document page size equal to the finished trim size. Trim and crop marks are not required, as they are automatically specified by our prepress software based on your document pages size. Be sure to allow for 1/8" (.125") bleeds on all sides of your document pages. Bleed is the extra portion of image that will be trimmed away from your piece to allow the image to continue off the edge. For pages without bleed, please maintain a "safe area" of 1/8" (.125") from the outside edges of the page, where there are no page elements, especially frames and borders. This prevents page elements from being trimmed off, and will also prevent the appearance of unevenness." Page Specifications: **Full Page:** 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" horizontal or vertical.

Sponsorship Options:

1. \$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
2. \$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.
3. Product donations (21 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.

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 by February 15.

Mail payment to HBHA, 18612 670th AVE, Nevada IA 50201

Name/Business: _____

Address: _____

Phone: _____ Email: _____

Website: _____ Facebook Page: _____ YES or NO