

2022

IALHA HANDBOOK!!!



**CELEBRATING
OUR FUTURE...
BY RESURRECTING
THE GREATEST
MARKETING TOOL
FROM OUR PAST!!!**

2022 IALHA HANDBOOK

Celebrating our future...

by resurrecting the **GREATEST** marketing tool from our past!!!!

Isn't this concept similar to what we do every single day with our breeding programs... we create stronger future competitors by utilizing the very best bloodlines from our past? And just like the most successful breeding "nicks", we've chosen to go back to **WHAT WORKS** for our IALHA 2022 Marketing Plan! And just as when one of your foals is successful, and you reap the rewards as the breeder... your advertising success and growth through advertising in the IALHA HANDBOOK makes IALHA grow and become stronger!

We would like to invite you to take a couple minutes to review the advertising specifications for the 2022 IALHA HANDBOOK, then take a moment to email or call us with any additional questions and/or to place your ad! We are so excited about this publication and the planned distribution! **We WANT your business to GROW!**

2022 IALHA HANDBOOK - Contents

- Membership Listing (Listings will be by state, in alphabetical order by last name. All Advertisers will be listed in **BOLD** print in their respective state listing)
- IALHA Board of Directors / Executive Committee Members Listing
- 2022 Calendar of Events
- 2021 IALHA National Show Results
- 2021 IALHA National Show Patron Pages
- 2021 USDF Year-End Awards
- 2021 USAWE Year-End Awards
- Ranch/Farm Brand Directory
- IALHA Member Advertising (Advertisers ads will be placed near their state listing)
- Non-IALHA Member advertising
- IALHA Membership Application
- IALHA Membership Benefits

2022 IALHA HANDBOOK - Distribution

- Every IALHA Member will receive a single copy of the 2022 IALHA HANDBOOK
- All Advertisers will receive a copy of the 2022 IALHA HANDBOOK
- Copies will be available at the 2022 IALHA National Show
- Copies will be made available to select events
- Copies will be made available to select IALHA, USDF & USAWE shows



2022 IALHA HANDBOOK - Who Should Advertise?

- We will be printing between 1500-1800 copies of the 2022 IALHA HANDBOOK! Traditionally, the HANDBOOK is something most members keep with them all the time... it ends up becoming a resource both members and non-members reference for years. Statistics state that for every publication printed, three people will read each copy. That's a potential distribution of 5400 readers!
- So who should advertise? Anyone wanting to promote their IALHA registered stallion, farm, and sale horses, tack and equipment retailers, horse transportation companies, equine artists and photographers, event organizers, training facilities and traveling trainers, equine nutritional supplement manufacturers... the list is never ending as to whom should advertise in the 2022 IALHA HANDBOOK! The Internet is a giant entity... and often it's very difficult to find what you're searching for. The IALHA HANDBOOK is the perfect springboard to direct potential clients to your website and/or Facebook page. The most successful breeding and training facilities know that their message often becomes lost within the vast expanse of social media. Print ads are the modern day maps to your internet presence.

2022 IALHA HANDBOOK - Advertising Rates

Recognizing that 2020 may have had an impact on our members, we have decided to use the ORIGINAL 2007 IALHA HANDBOOK advertising rates!

Member Rates:

Full Page (B/W):	\$250	Full Page (4C):	\$350
Inside Back Cover (4C):	\$650	Inside Front Cover (4C):	\$750
Outside Back Cover (4C):	\$850	Brand Directory:	\$25

IALHA Sanctioned Show/Event Ad rates available. Please call Heather Hiller (570) 772-4441 for details

Non-Member Rates: (includes Associate Business Membership to IALHA!)

Full Page Black & White:	\$350	Full Page 4-Color:	\$450
Inside Back Cover (4C):	\$750	Inside Front Cover (4C):	\$850

2022 IALHA HANDBOOK - Advertising Specifications

DIMENSIONS

Live Area (all text should stay within these dimensions):	4.5"W x 7.5"H
Trim Area (actual size of the handbook):	5.25"W x 8.25"H
Bleed Area (bleed background colors to these dimensions):	5.75"W x 8.75"H

FILE FORMAT

- Files should be formatted as high-resolution (300 dpi) JPG, EPS, TIFF or press-optimized PDF
 - Color files must be saved as CMYK / BW files must be saved as Grayscale (supply proofs)
 - We do not accept files created in any Microsoft program
 - All fonts must be included or embedded within the file
 - Line Art (Brand Directory) must be supplied at 1,200 dpi at 100% placement (1" x 1")
- * *If you need assistance with your ad creation & formatting, please reach out to Heather Hiller at 570-772-441 or heather@88dragon.com*

FILE DELIVERY OPTIONS

Email: info@88dragon.com (file sizes up to 16MB)
 Dropbox: please email download invite to ialhahb@88dragon.com
 Mail: CD/DVD/Thumb drive media to **Heather Hiller • 1311 Cherry Flats Road • Wellsboro, PA 16901**

Ad Design Services

If you do not have access to a graphic designer, please contact Heather Hiller at 570-772-4441 or heather@88dragon.com (www.88dragon.com / www.heatherhiller.com) for quotes on creating your memorable ad in the 2022 IALHA HANDBOOK

2022 IALHA HANDBOOK

ADVERTISING ORDER FORM - Deadline: see below

(Must be completed in order for your ad to run)

Name: _____

IALHA Member # (if you're a member): _____

Address: _____

Phone: _____

E-mail: _____

Website: _____

Method of payment: _____

(Makes checks payable to IALHA. Credit cards will be billed through IALHA)

DEADLINES:

Summer Discount (10%): June 20th, 2021! Ad must be paid for by June 20th, 2021

Autumn Discount (5%): September 1st, 2021! Ad must be paid for by September 1st, 2021

Standard Deadline: All ad materials must be received/paid for by October 1st, 2021

	Circle 1 price below			
	Member	Non-Member	Qty	Total \$ of Ads
Full Page (black/white)	\$250	\$350	x	=
Full Page (4-color)	\$350	\$450	x	=
Inside Front Cover (4-color)	\$750	\$850	x	=
Inside Back Cover (4-color)	\$650	\$750	x	=
Outside Back Cover (4-color)	\$850		x	=
Brand Directory*	\$25			=
				Subtotal \$
				Discount -
				TOTAL \$

* No discounts may be applied

All checks should be made payable to IALHA. Credit cards will be billed through IALHA

Please mail all order forms and materials to:

Heather Hiller

1311 Cherry Flats Road

Wellsboro, PA 16901

For all questions and to reserve your space in the 2022 IALHA HANDBOOK, please contact:

Heather Hiller at

570-772-4441 or e-mail to: ialhahb@88dragon.com

For ad placement payments:

INTERNATIONAL ANDALUSIAN AND LUSITANO HORSE ASSOCIATION:

22 Inverness Center Parkway #155, Birmingham, AL 35242 | Phone: (205) 995-8900