

BOULDER COUNTY HORSE ASSOCIATION



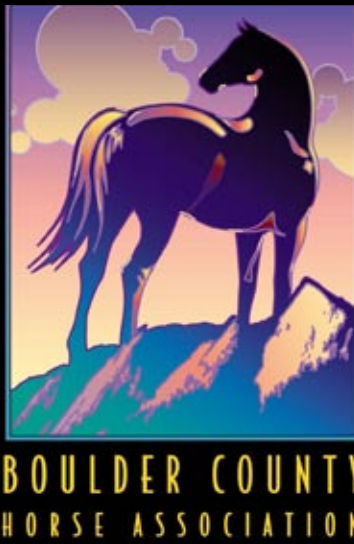
ULTIMATE RESOURCE FOR BOULDER COUNTY'S HORSE COMMUNITY

2010 ADVERTISING PACKET



BCHA website
www.boulderhorse.org

NEW design!
coming May 2010



11TH EDITION
Horse
Services Directory

NEW print & online
edition!
coming October 2010



Horse's Mouth
Newsletter

NEW digital format
6 times per year!

We are proud to announce many **NEW** & exciting advertising opportunities for your businesses in 2010!

BCHA's efforts on behalf of the equestrian community can only be continued with your support.



BOULDER COUNTY

HORSE ASSOCIATION

The Voice for Horses and Horse People in Boulder County

Hi there, Advertisers!

We're gearing up for the Best and Biggest BCHA Horse Services Directory ever!

As you know, the BCHA Horse Services Directory is "The Most Complete, Most Reliable Source of Everything Horse" in Boulder County. And now, for the first time, we are going to publish the Directory online as well as in hard-copy, in conjunction with our brand-new website and our brand-new newsletter. The Eleventh Edition of the Directory is scheduled to be released in the Fall of 2010; the deadline for ad space reservations is August 1, 2010.

For our current advertisers, we are contacting you to see if you will again join us in placing an ad in our Directory. We probably have your information on disk. To make things easy for you, we are offering to run your same ad again (see enclosed page for your ad) in the new edition. Small copy changes such as a new phone number or website link can be done at no cost.

If you haven't yet advertised your products or services with us, we're here to say hello! and to encourage you to sign up for an ad now! If you already have an electronic "copy-ready" ad, that's great – if you don't, we'll be happy to design one for you at a very reasonable cost.

For your convenience, we are enclosing herewith our ad rate sheet – please note that we are keeping rates the same as for the last edition. For more information please contact Directory Editor Laurie Prindle at 303-678-0660 or email cwrw@lprindle.com. To reserve your ad, please return the enclosed Ad Space Reservation Form or register online at boulderhorse.org. NEW & FREE for Print Directory display advertisers in 2010, our online "Feature Listings" section provides your businesses top billing per category for specified times, based on your print advertising commitments. Peruse page 12 for more details.

Only BCHA reaches everyone who has anything to do with horses in Boulder County!

And, while we don't do a lot of fundraising, ad revenue from the Directory is one way we generate resources to maintain our ability to serve the horse community. BCHA is a 501©3 organization so advertising and contributions are tax-deductible.

Thank you for your support!

Dirk Arnold
President

BCHA + P.O. Box 19601 + Boulder, CO 80308-2601 + www.boulderhorse.org

Customize your BCHA advertising package



BCHA website
www.boulderhorse.org

NEW design!
coming May 2010



11TH EDITION
Horse
Services Directory

NEW print & online
edition!
coming October 2010



Horse's Mouth
Newsletter

NEW digital format
6 times per year!

DETAILS, DEADLINES & CONTACTS

PAGES 4-5

PAGES 6-13

PAGE 14

ADVERTISE IN ALL 3!

& receive a full page AD insert
in the next Horse's Mouth Newsletter
\$100 value FREE!

Got Ad? Want package?

call Ali Shultz, Managing Editor at 303.859.3989 or
email ali@auspiciousprojects.com

BOULDER COUNTY HORSE ASSOCIATION



NEW WEBSITE
boulderhorse.org

◀ **new design coming May**

The freshly designed BCHA web site will publish features and events that drive traffic and get your business noticed in the Boulder horse community!

[NEW FEATURES FOR 2010!]

21 different advertising slots through out the website, all of which will be linkable to your companies website **PLUS NEW** searchable Online Horse Service Directory, Member Profiles, BCHA merchandise, BCHA Calendar of Events featuring—Educational Seminars, Hot Topics, Horses Mouth Newsletter Archives, Clinics, Horse Shows, and Credit Card processing! Enjoy gorgeous photography, stories, trails, and events throughout Boulder County!

Online advertisements—*Based on per month rotations*

AD	SIZE	PRICE	25% frequency discount	30% frequency discount
Leaderboard	Pixels: 728 x 90	1month: \$75	6month: \$335	1yr: \$630
Top Display Ad	Pixels: 240 x 240	1month: \$50	6month: \$225	1yr: \$470
Display Ad #2	Pixels: 240 x 240	1month: \$35	6month: \$160	1yr: \$295

3 AD SLOTS PER DEPARTMENTS BELOW;

- About BCHA
- Events
- Resources
- Volunteer
- Trails
- Join now!
- Horse Service Directory

* PLEASE REVIEW NEXT PAGE FOR AD SIZES & PLACEMENT ILLUSTRATIONS

FOR AD SCHEDULING & PAYMENTS
PLS CONTACT Ali Shultz, Managing Editor
phone: 303/859-3989
email: ali@auspiciousprojects.com

Please submit ads via email in the following formats PDF, JPEG, EPS or TIFF files.
Please indicate your department placement preferences. First come first served.

2010 ONLINE AD DEADLINES

EDITION	DEADLINE
MAY	Ads RUN for FREE in May!
JUNE	May 24
JULY	June 21
AUGUST	July 26

EDITION	DEADLINE
SEPTEMBER	August 23
OCTOBER	September
NOVEMBER	October 25
DECEMBER	November 22

BOULDER COUNTY HORSE ASSOCIATION

Advertise for FREE your first month!

ONLINE ADVERTISING SIZES ▼

The screenshot shows the website layout with several ad placements highlighted by pink dotted lines:

- LEADERBOARD AD 728 x90 pixels**: Located at the top of the main content area, above the "welcome to bc" banner.
- TOP DISPLAY AD 240 x 240 pixels**: Located on the right side of the page, next to the "HOT TOPICS" section.
- DISPLAY AD #2 240 x 240 pixels**: Located at the bottom of the page, below the "BOARD MEETINGS 7PM" section.

BY DEPARTMENT (#1-7)

PLEASE INDICATE AD PLACEMENT PREFERENCES

and meet new people?

Emergency Evacuation Plan

Special Events

Horse Services Directory

See the Best! BCHA 2010 Annual Meeting

The Horses Mouth latest edition

The Horses MouthArchives

Member Profiles

home

about 1

events 2

resources 3

volunteer 4

trails 5

join now! 6

shop

directory 7

contact us

Thursday, April 22 SEMINAR: Equine Lameness

Laurie Goodrich, DVM

GET OUR NEWSLETTER

Join today and find out the latest news, events & more... Members reap the benefits. Join today & SAVE!

HOT TOPICS

"SUPPORT THE HORSE"

GOT HORSE? WANT TRAILS?

BOARD MEETINGS 7PM

DISPLAY AD #2



BOULDER COUNTY HORSE ASSOCIATION

HORSE SERVICES DIRECTORY

Eleventh Edition
2010 - 2013

Boulder County's Most Complete Horse Directory

The 11th Edition of the Boulder County Horse Association's Horse Services Directory is an excellent way for your business to present itself to the Boulder County horse community. The Directory will be distributed free of charge in Boulder County and the surrounding areas. NEW for 2010 we will host an Online BCHA Directory on www.boulderhorse.org. Advertisers may submit and purchase listings online, see Page 12!

As before, we are offering every horse related business and organization in Boulder County one free listing. This listing is six lines long. It includes your name, address, phone number, email and website and a line to put any information about your business. You may place your listing in additional categories for a \$5.00 charge.

To make your business really stand out, consider a display ad. Display ads range from 1/8 to a full page. Display advertisers receive **FREE** "featured listings" in the online edition (See Page 12 for more details)

Whether you are a well-established business or new to Boulder County, the Horse Services Directory will give you the opportunity to be easily identified and contacted by the horse community.

A Bit About The Boulder County Horse Association

The Boulder County Horse Association promotes, protects, and unifies the equestrian community of Boulder County through education, recreation and legislation. BCHA was founded in 1971 as a non-profit corporation to be an umbrella organization for all horse enthusiasts.

BCHA serves to represent equine interests with educational seminars, publications, trail rides for members, and by advocating for horses with local and state government. As population density increases and agricultural use of land continues to decrease in Boulder County, it is more important than ever to support a unified equestrian community.

If you are not already a member, please take this opportunity to join the Boulder County Horse Association.

BCHA Membership Benefits

- Free Seminars & Events
- Free Horse's Mouth Newsletter
- Emails of upcoming events
- Invitation to members-only events

YES! I WOULD LIKE TO JOIN BCHA!

Check here if this is a renewal

Name(s) _____

Address _____

City _____ State _____ Zip _____

Phone(s) _____ Email address _____

- \$25 Individual
- \$30 Family
- \$10 Junior (under 18)
- \$50 Business/Organization
SPECIAL! ONLY \$30 FOR
DIRECTORY ADVERTISERS
- 4-H Group (n/c)

Mail this form with your check payable to BCHA to BCHA Treasurer, PO Box 19601, Boulder, CO 80308-2601
BCHA sometimes makes its membership list available to organizations or vendors.

If you prefer NOT to be included, check here

Be sure to visit our fresh new website
www.boulderhorse.org coming May 2010!

HORSE SERVICES DIRECTORY

LISTING INFORMATION

Each listing in the directory consists of up to six lines. These lines may contain information about your business including your company name, web address, physical address, phone number, email, your name and other information. Each listing is assigned a category. All of the listings in the same category are grouped together. Additional lines after six will be charged \$2.00 per line per listing. For advertisers who purchase display ads there is no charge for two additional lines.

Horse related businesses within Boulder County receive one free listing. Basic listings from outside the Boulder County are \$10.00. Additional categories for the same listing are \$5.00 each. Additional listings where the wording is different than the original are \$10.00 each.

The towns of Berthoud, Longmont, Erie & Broomfield are considered within Boulder County.

LISTING CATEGORIES

You may choose from the following listing categories. Every listing must have at least one category. If a category for your listing is not shown, please call for information and we may be able to create a new category for you at no additional charge.

Agencies, Government	Breeders, POA	Printing and Publishing
Associations, Clubs & Organizations, Local	Breeders, Quarter Horse	Real Estate
Associations, Clubs & Organizations, Regional	Breeders, Saddlebred	Show Facilities & Services
Associations, Clubs & Organizations, National	Breeders, Tennessee Walking Horse	Show Facilities & Services, Announcers
Associations, Breed, Regional	Breeders, Thoroughbred	Show Facilities & Services, Arenas
Associations, Breed, National	Breeders, Warmblood	Show Facilities & Services, Course Design & Show Equipment
Colleges & Schools	Buggies & Carts	Show Facilities & Services, Judges
Animal Disposal Service	Chiropractic Care	Show Facilities & Services, Show Secretary
Apparel, Boots, Hats & Leather Good	Farriers	Show Facilities & Services, Trophies
Apparel, Boots, Hats & Leather Good, Alterations	Farrier Supplies	Tack & Saddlery
Apparel, Boots, Hats & Leather Good, Boot Repair	Feeds, Hay Dealers/Growers	Tack & Saddlery, Accessories
Apparel, Boots, Hats & Leather Good, Cleaners	Feeds, Shavings	Tack & Saddlery, Blanket & Pad Cleaning
Barn & Stable, Construction & Hardware	Fencing	Tack & Saddlery, Repair
Boarding	Gifts, Art, & Books	Tack & Saddlery, Custom Silver
Boarding, Convalescent Care	Horse Brokers & Sales	Therapy, Horses
Breeders, Appaloosa	Horses For Sale	Therapy, Horses, Massage Therapy
Breeders, Arabian	Horse Motels & Overnight Facilities	Trailers, New & Used
Breeders, Miniature Donkey	Horse Rental & Guest Ranches	Trailers, Parts & Repair
Breeders, Draft Horse	Humane Associations	Transporting Of Horses
Breeders, Morgan	Instruction & Training	Trips/Outfitters
Breeders, Mules	Insurance	Trucks & Vehicles
Breeders, National Show Horse	Manure Removal	Veterinarians
Breeders, Paint	Marketing & Advertising	Veterinary Supplies
Breeders, Paso Fino	Newspapers & Publications	
Breeders, Peruvian Paso	Pedigree Service	
Breeders, Pinto	Photographers & Video Taping	

Questions about your listings or categories?

Simply call Laurie Prindle at 303-678-0660,

email cwrw@lprindle.com or visit our website www.boulderhorse.org

HORSE SERVICES DIRECTORY

ADVERTISING INFORMATION

Purchasing an advertisement in the Directory is a great way to ensure that your potential customers will notice your business. The cover and special insert advertisements are in full color where you can include color photographs and artwork. If you purchase an advertisement, every effort will be made to place your ad and listing close together. All listings from our advertisers will be marked so the reader knows that the business also has an ad. In addition, all advertisers will be listed in the Index of Advertisers section of the book. All Display advertisers will receive FREE top billing "Feature Listings" in the Online Directory. See Page 12 for details...

ADVERTISING RATES (PRINT VERSION)

AD SIZE	DESCRIPTION	SIZE	PRICE
BLACK & WHITE			
1/8 Page	One eighth of a page.	1.75" x 2.25"	\$65.00
1/4 Page	One quarter of a page	2.25" x 3.75"	\$110.00
1/2 Page	One half page	4.5" x 3.75" Horiz	\$175.00
Full Page	A full page	4.5" x 7.5"	\$280.00
Inside Front	Full Page Only. First page in book (One only)	4.5" x 7.5"	\$375.00
Inside Rear	Full Page Only. Last page in book. (One only)	4.5" x 7.5"	\$375.00
FULL COLOR			
1/2 Page Color	One half page, full color	4.5" x 3.75" Horiz	\$350.00
Full Page	A full page full color	4.5" x 7.5"	\$500.00
Center Fold	Full Color center two pages of the book. (One only)	9.9" x 7.5"	\$1200.00
Inside Covers	Full Page Full Color; inside front and inside back available	5.5" x 8.5"	\$650.00
Back Cover	Back of cover; Full Color (One only)	5.5" x 8.5"	\$900.00

ADVERTISING NOTES

- The price of all ads includes advertising space ONLY!! You will need to submit an electronic file. See the Designer's Tool Kit for specifications and/or call Laurie Prindle at 303-678-0660 or email at cwrw@llprindle.com for further information or references for hiring design companies to handle your ad layout for you.
- If you ran an ad in the previous (tenth) edition of this Directory, your ad is already in an electronic format and can be reused at no charge. Simple copy changes can be made to these ads at no additional fee. Layout changes (ie - want a different ad size, new picture etc.) can be made at \$35 per hour.
- LLPrindle Design is offering discounted design services to potential BCHA advertisers at a 1/2 price rate of \$35 per hour. The average ad will cost be between \$35 and \$100 and can be reused in other publications other than the BCHA Directory. Contact Laurie Prindle at 303-678-0660 or email at cwrw@llprindle.com for more information.
- Patricia Jarvis—Designer & Photographer may be contacted to design custom advertisements. She can be reached at pjimages10@gmail.com
- One proof per book ad will be sent to the advertiser for approval. Color cover advertisements will be handled separately with each individual advertiser.
- Changes to an ad after approval of proof will be charged at the rate of \$35 per hour if handled by BCHA.

The next page contains outline boxes of actual size ads. Use these as a measurement for your ad information. If you are interested in one of the color ads, it is a bargain for color advertising since there are no additional separation costs.

HORSE SERVICES DIRECTORY

ACTUAL SIZE AD DISPLAY

**Eighth
Page**
**1.75" x
2.25"**

Full Page
**4.5" x
7.5"**

These sizes are for interior Black and White ads only. For IFC, IBC and Back Color and cover sizes please contact Laurie Prindle at 303-678-0660 or email at cwrw@lprindle.com.

Quarter Page
2.25" x 3.75"

Half Page
**4.5" x
3.75"**

Be sure to visit our fresh new website
www.boulderhorse.org coming May 2010!

HORSE SERVICES DIRECTORY

DESIGNER'S TOOL KIT

SUBMITTING A DIGITAL FILE

ACCEPTABLE FILE FORMATS:

PDF, TIFF or JPEG files are the preferred file formats, submitted at 300 DPI and 100% exact size of advertisement. If using PDF format either convert all fonts/text to outlines or make sure to embed fonts. BCHA will not be responsible for font file errors.

Also acceptable:

Adobe Illustrator EPS format- All text in Illustrator files MUST be converted to outlines and should be saved as .eps files. Any images used MUST be embedded in the Illustrator file. Illustrator PDF files are also acceptable.

No "placed" art

Quark XPress EPS files cannot be accepted

COLOR

This pertains only to ads for the Inside Front Cover, Inside Back Cover, Back cover and the Color Ad Insert section of the Directory. All others are Black and White. For Full color files, all colors must be in CMYK mode.

PHOTO SCANS

Scan resolution should be 300 dpi for Full Color, 300 dpi for Black and White

Color scans must be CMYK Mode, black and white photos in greyscale

All photos should be saved as .tif files

No desktop color separations

PROOF

Provide a hard copy, printed proof of each ad submitted

INSIDE FRONT AND BACK COVERS, BACK COVER

Call for additional information on bleed and trim size as these will be "full bleed four color"

Questions? Call Laurie Prindle, Production Manager at 303-678-0660 or email at cwrw@lprindle.com.

2010-2013 HORSE SERVICES DIRECTORY

ADVERTISING AND LISTING REQUEST

Listings may also be submitted at boulderhorse.org. *Display Ads must be submitted per instructions below.

Company: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone 1: _____ Phone 2 or Fax: _____

Email: _____ Website address: _____

Additional _____
 listing lines _____

Include in Listing: Company Name Address Phone 1 Phone 2 or Fax Email Website address Additional Lines

Categories: _____

<p>* Display Advertisement (For Print Only)</p> <p><input type="checkbox"/> Full Page <input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/8 Page</p> <p><input type="checkbox"/> Center Fold <input type="checkbox"/> Inside Front Cover (Color) <input type="checkbox"/> 1/2 Page</p> <p><input type="checkbox"/> Inside Front Page (B&W) <input type="checkbox"/> Inside BackCover (Color) <input type="checkbox"/> Inside Rear (B&W)</p> <p><input type="checkbox"/> Back Cover (Color)</p>			<p>Sponsorship</p> <p><input type="checkbox"/> Platinum <input type="checkbox"/> Silver</p> <p><input type="checkbox"/> Gold <input type="checkbox"/> Bronze</p>	
--	--	--	---	--

Ad / Sponsor Price: _____

Listing Charge if applicable : _____

Total Ad Cost: _____

Additional Category charges: _____

I am a current member of BCHA

Additional Line charges (\$2 per add'l line after 6 lines): _____

I would like to join BCHA at the discounted business rate of \$30 (regularly \$50)

Total Listing Cost: _____

Total Amount for ad and listings: _____

The deadline for all ads and listings is August 1, 2010

Payment must be made when this form is submitted. Advertising space in the directory will not be reserved until payment is made. Make all checks payable to BCHA Directory. This form and your artwork must be submitted to Laurie Prindle, Directory Editor, 4517 W. County Rd 4, Berthoud, CO 80513. To check on your ad status or for more information, call Laurie Prindle at 303-768-0660 or your BCHA ad representative.

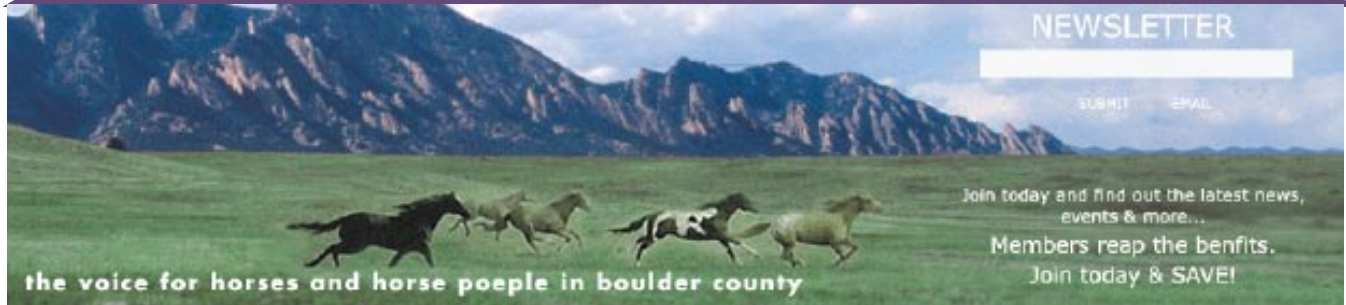
 Signature of Advertiser

 Date Submitted

 BCHA Representative

2010-2013 HORSE SERVICES DIRECTORY

ONLINE DIRECTORY PREVIEW



Online Horse Services Directory will launch following the printed edition, Fall 2010.



**PRINT DIRECTORY
DISPLAY ADVERTISERS
GET FREE "Featured
Listings" in Online
Directory as shown left**

BOARDING

>Featured Listing
Joder Arabian Ranch
 7497 N. Foothills Hwy
 Boulder, CO 80302
 303-449-6040 www.joderranch.org
 Horse boarding, dressage, lessons, training,
 riding trails in Boulder.

**◀ Featured Listing
Display SAMPLES**
 "Featured Listings"
INCLUDED with Print
 display ad purchases.

**▶ FULL PAGE PRINT DIRECTORY
ADVERTISERS**
 Receive FREE "featured listing"
 online for 12 months. (shown left)
 —NOVEMBER 2010 through
 NOVEMBER 2011

>Featured Listing
K2 Ranch
 8501 Hwy 52,
 Ft. Lupton, CO 80261
 303-587-4848 www.k2ranch.com
 Great Access from I-25.
 Just 5 miles east on Hwy 52

>Featured Listing
Starlight Farm
 5735 Prospect Road
 Longmont, CO 80503
 303-485-2162 www.starlightfarm.com
 Suzanne Webel
 Premium grss & Alfalfa mix. Also limited boarding
 with riding on 80 acres.

▶ HALF PAGE ADVERTISERS
 Receive FREE "featured listing"
 online for 6 months
 —NOVEMBER 2010-APR 2011

>Featured Listing
Medicine Horse Program
 8778 Arapahoe Rd., Boulder, CO 80303
 720-406-7630 www.medicinehorse.org
linda@medicinehorse.org
 Equine Assisted Growth & Learning
 Equine assisted Psychotherapy

>Featured Listing
Sun Pony Ranch
 Berthoud, CO
 970-532-4040 www.sunponyranch.com
 Horse boarding, overnight boarding, riding
 lessons, camps and parties, dog boarding too!

▶ QUARTER PAGE ADVERTISERS
 Receive FREE "featured listing"
 online for 3 months
 —NOVEMBER 2010 —JAN 2011

Blue Heron Lake, LLC
 12281 N. 63rd St. Hygiene, CO 80503
 303-678-5907
 Exceptional care for your horse in a beautiful,
 peaceful setting.

Green Acres
 2245 N. 95th St., Louisville, CO 80027
 303-665-6054
 Bob Lorenz

▶ EIGHTH PAGE ADVERTISERS
 Receive FREE "featured listing"
 online for 1 month
 —NOVEMBER 2010 —DEC 2010

Diamond View Ranch
 2400 Blue Mountain Ave., Berthoud, CO 80513
 303-678-9799
 Steve & Cheryl Moffit

Haystack Acres
 6060 Niwot Road, Longmont, CO 80503
 303-530-2519 www.haystackacres.com

◀ Standard listings
 Please review regular catagory
 listings criteria on Page 7.

*** SEE PAGE 4 FOR ADVERTISING OPPORTUNITIES IN BOULDERHORSE.ORG! OR CONTACT
 Ali Shultz, 303/859-3989 email: ali@auspiciousprojects.com**



BOULDER COUNTY HORSE ASSOCIATION

HORSE SERVICES DIRECTORY
Sponsorship Opportunities
2010 - 2013

Boulder County's Most Complete Horse Directory

In addition to advertising, there are four levels of sponsorship to support the Directory. These sponsorships are perfect for those businesses and individuals who would like to support the publication but don't want to place a display advertisement. As a sponsor you will have your name published in the book and online, along with your level of support among all the sponsors.

Platinum.....	\$500.00
Gold.....	\$250.00
Silver.....	\$150.00
Bronze.....	\$50.00

By supporting the BCHA Directory, you will help to preserve the horse as a way of life in Boulder County and to ensure horse access to public lands.

Can we count on your support? If so, or if you want to find out more about the Directory, listings, advertisements and the organization behind the publication, please call Laurie Prindle at 303-678-0660 or email her at cwrw@llprindle.com or your BCHA Representative; or visit our website, boulderhorse.org

YES! I WOULD LIKE TO BE A SPONSOR!		Sponsorship Level	
Name_____		<input type="checkbox"/> Platinum	\$500
Address_____		<input type="checkbox"/> Gold	\$250
City_____State_____Zip_____		<input type="checkbox"/> Silver	\$150
Phone(s)_____Email adress_____		<input type="checkbox"/> Bronze	\$50
Make all checks payable to BCHA Directory and send to Laurie Prindle, Directory Editor, 4517 W. County Rd 4, Berthoud, CO 80513			

Got Ads? advertise in the NEW
boulderhorse.org, coming May 2010!



BOULDER COUNTY HORSE ASSOCIATION

**NEWSLETTER
ADVERTISING
SIZES/RATES**

Time to Renew Your BCHA Membership!

Use the handy form on the back of this newsletter or renew online at www.boulderhorse.org

Save the Date!

EQUINE LAMENESS: TENDON AND LIGAMENT INJURIES
BY LAURIE GOODRICH, DVM
THURSDAY, APRIL 22, 2010
AT THE COLORADO THERAPEUTIC RIDING CENTER, LONGMONT.

WWW.BOULDERHORSE.ORG

◀ 6 times per year

- Hot Topics • Seminars • Features •
- Trail Log • Profiles •
- CHR Horse of the Month •

BCHA NEWSLETTER ADVERTISING

AD RATES:	1 issue	2 issues	4 issues	1 yr.
FULL PAGE:	\$100	\$190	\$360	\$510
HALF PAGE:	\$65	\$120	\$225	\$320
QUARTER PAGE:	\$45	\$85	\$160	\$225
BUSINESS CARD:	\$25	\$45	\$85	\$130
FULL PAGE INSERT	\$100			

BCHA offers a discount of 20% on advertising for non-profit horse related organizations

CLASSIFIED ADS: \$10 BCHA members. \$15 non-members. Six line maximum. Editor reserves the right to edit classifieds for length & clarity. Ad rates are based on camera-ready or digital ready art, otherwise production rates are available.

Advertisers who give a 10% or more discount to BCHA members receive a free business card ad in our newsletter's special discount section (The Card Shop).

INSERTS: \$100 (Advertiser supplies inserts printed on 20# paper 8.5"W x 11"h)

SIZES: Full Page not to exceed 7 1/2"W x 10"H. Half page not to exceed 7 1/2"W x 5 1/8"H. Quarter page not to exceed 3 1/2"W x 4 3/4"H. All ad rates are for AD SPACE ONLY! They do not include designing your ad. If you need help designing your ad, contact Laurie Prindle at llp@cwrrw.net or call 303-678-0660.

PAYMENT MUST ACCOMPANY AD. (MAKE CHECKS PAYABLE TO BCHA)

NAME _____ PHONE _____

AD SIZE	RATE AMT.	RUN TIME	TOTAL \$ AMT

FOR FURTHER INFORMATION contact Laurie Prindle @ llp@cwrrw.net or 303-678-0660

PLEASE MAIL THIS FORM WITH YOUR AD AND CHECK MADE PAYABLE TO BCHA TO:

LAURIE PRINDLE, 4517 WCR 4, BERTHOUD, CO 80513

**2010 AD
DEADLINE SCHEDULE:**

**MAY/JUNE: APRIL 26
JULY/AUG: MAY 15**

**SEPT/OCT: JULY 15
NOV/DEC: SEPT. 15**