

# THE JOURNAL

*Celebrating 70 Years!*

## **The official publication of the ASPC/AMHR**

Reach thousands of horse and pony enthusiasts who subscribe to The Journal - the authority on small equine. Our bi-monthly print edition is mailed to over 4,500 members/subscribers with a digital version ([www.shetlandminiature.com](http://www.shetlandminiature.com)) and trackable results (active links directly to your website). Every issue includes important ASPC/AMHR information, upcoming shows and events, breeder directory, feature articles, educational columns and more.

Available at the annual ASPC Congress and AMHR Nationals, the Journal and show programs provide an opportunity to reach an even wider audience of miniature horse and pony enthusiasts. Showcase your award winners, market your services or product, and support the growth and education of minis and Shetlands. Reserve your advertising space in the small equine magazine. The Journal has a variety of ad sizes and prices to fit your budget. Discounts are available for multiple issues - Call and we will work to find the best option for you.

**Print AND Digital  
for one affordable price.**



## **About the American Shetland Pony Club**

Shetland and mini owners, breeders and exhibitors from around the world are members of the American Shetland Pony Club (ASPC), established in 1888. With a growing membership of over 5,600, the ASPC has grown to encompass so much more than just the American Shetland.

Our organization includes the American Shetland Pony Club (ASPC), American Miniature Horse Registry (AMHR), American Show Pony Registry and the National Sport Performance Pony Registry. Being the authority on breed standards - our mission is to promote these wonderful small equine through education, breed promotion and trustworthy recordkeeping. Our registry is the final authority on all questions regarding pedigrees and transfer of ownership for all our members.

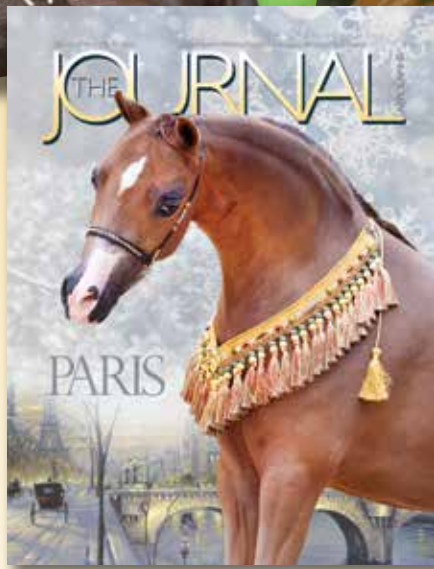


American Shetland Pony Club  
American Miniature Horse Registry  
American Show Pony Registry

Our members are more than a registered horse/pony owner - they ARE the American Shetland Pony Club and whether it's miniatures or Shetlands (and many times both) that hold their interest - their love, protection and growth of these breeds are the heart of this club. The Journal is the official publication of ASPC/AMHR and has been since 1945.

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of the American Shetland Pony Club & American Miniature Horse Registry



## Issue Highlights

Issue	Highlight	Ad Due Date
Feb/Mar	Stallions & Hall of Fame	Jan 11
Apr/May	All Stars & Youth	Mar 4
Jun/Jul	Amateur (issue available during 2016 Congress)	May 6
Aug/Sept	Area Shows (issue available during 2016 Nationals)	July 8
Oct/Nov	Shetland Congress	Sept 9
Dec/Jan	Nationals & Christmas	Nov 4

## CONTACT INFORMATION

Email or fax Contracts and Insertion Orders to:  
**Susan Galloway** - susan@shetlandminiature.com | fax: 309.263.5113

Email Digital Ad Files - if less than 4MB:  
**Susan Galloway** - susan@shetlandminiature.com  
 If larger files - contact Susan for upload options - 309.263.4044

ASPC/AMHR, 81-B East Queenwood Road, Morton, IL 61550

## Advertising Rates: Camera Ready

Full Page Color	\$375
Full Page B & W	\$140
3/4 Page Color	\$295
3/4 Page B & W	\$120
2/3 Page Color	\$275
2/3 Page B & W	\$100
1/2 Page Color	\$200
1/2 Page B & W	\$85
1/3 Page Color	\$100
1/3 Page B & W	\$60
1/4 Page Color	\$85
1/4 Page B & W	\$50
Business Card Color	\$55
Business Card B & W	\$25

Trainer Directory Ads Annual fee -  
 \$60 for 4 lines  
 (\$5 each add'l line)

Classified Ads Call for rates

### Premium - Randomly drawn from list for certain issues

Front Cover	\$700
Back Cover	\$500
Inside Covers	\$400
Facing Pages to Inside Covers	\$400

**Not camera ready? No problem - our talented designers will handle it for you. Call for more information on our design fees.**

**Call us for more information about multiple ad discounts, national show marketing, web ads and more.**





As the official source of news and information for ASPC, AMHR, ASPR and NSPPR members, your ad in *The Journal* will be seen by the heart of the small equine community.



## Mechanical Requirements

Ad Size	Non Bleed	Bleed	Live Area	Trim
Full Page	7" x 9.75"	8.5" x 11.25"	7" x 9 3/4"	8" x 10.75"
3/4 Page	7" x 7"	n/a	7" x 7"	n/a
2/3 Page Vertical	4.25" x 9.75"	5.5" x 11.25"	4.25" x 9.75"	5.25" x 10.75"
1/2 Page Vertical	3.5" x 9.75"	n/a	3.5" x 9.75"	n/a
1/2 Page Horizontal	7" x 4.75"	8.5" x 5.25"	7" x 4.75"	8" x 5"
1/3 Page Vertical	2" x 9.75"	n/a	2" x 9.75"	n/a
1/3 Page Square	4.625 x 4.625	n/a	4.625" x 4.625"	n/a
1/4 Page Vertical	3.5" x 4.75"	n/a	3.5" x 4.75"	n/a
Business Card	3.5" x 2"	n/a	3.5" x 2"	n/a

### Black and White Only

Breeder/Owner Directory - 4 lines of type (approx 30 characters each line)  
- add'l lines of type (\$5 each) and photo (\$45 each)

Trainer Directory Ad - Same as Breeder/Owner Directory

**Full Page**  
8 x 10.75  
(Trim Size)  
Add .25" for  
bleed

## Digital Format

Lasers, faxes and email pdf proofs will be used for position only - files submitted need to be:

- 300 dpi images (at 100% scale)
- Images must be converted from RGB to CMYK if color.

**NOTE: The Journal and the printer cannot be responsible for sub-par results if file's images are furnished in RGB format**

- All fonts must be included or converted to outlines (any missing fonts will be substituted with best match)
- All application files must be sent layered with linked images and fonts.

### Applications

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

Digital Files not in programs listed above must be:

- EPS file (300 dpi at 100%)
- JPG file (300 dpi at 100%)
- TIFF file (300 dpi at 100%)
- PDF file ((300 dpi at 100%)

