



2019 Directory

Advertising Deadline: January 20, 2019

Advertising Rates

\$150- Full Page

\$100- Full Page Black/White

\$95- Half Page Color

\$70- Half Page Black/White

\$25- Business Card Black/White

At minimum WBHA Directories are distributed to members, at the IBHA Convention, Midwest Horse Fair and at the IBHA World Show. This is a high quality directory that will be seen by many people in several different states!

Centerfold, Back Cover, Inside Front Cover and Inside Back Cover will be sold via auction at the banquet!

DESIGN SPECIFICATIONS

Acceptable files include:

PDF (.pdf) file only

Use at least a 300 dpi resolution for best quality

Convert ad to grayscale if submitting a black & white ad

Color ads must be in CMYK format, RGB is NOT acceptable

Full page specification: 8 3/4" x 11 1/4" (full bleed), Finished size 8 1/2" x 11" ****Live image/text within 8" x 10 1/2"**

Half page specification: Finished size 8 1/2" x 5 1/2" ****Live image/text within 8" x 5"**

Business card specification: 3 1/2" x 2" - Horizontal cards only

Ads will need to be resubmitted if they are sent in the incorrect format

All ads must be saved in PDF format ready to print.

Checks made payable to WBHA

Mail to:

Raquel Novotny

757 N Water St

Watertown, WI 53098

novotnyrr@gmail.com

Contact me to reserve your ad space!

Ads and payment must be received by **January 20, 2019**

****No late ads will be accepted****