



## 2020 Directory

**Advertising Deadline: January 19, 2020**

### 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](mailto:novotnyrr@gmail.com)

**Contact me to reserve your ad space!**

Ads and payment must be received by **January 19, 2020**

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