

AMERICAN SADDLEBRED HORSE ASSOCIATION PRESENTS THE

WORLD'S CHAMPIONSHIP HORSE SHOW

at the Kentucky State Fair
August 18 - 24, 2013

2013
MEDIA KIT

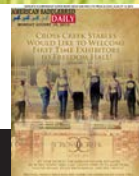


BRAVO BLUE
FIVE-GAITED WORLD'S
GRAND CHAMPION
2012



PLATINUM MOON
THREE-GAITED WORLD'S
GRAND CHAMPION
2012

Daily Publication Advertising



AMERICAN SADDLEBRED DAILY - AUGUST

A publication featuring World's Championship Horse Show results, Judges' cards from the KY State Fair, and coverage. It is published daily and distributed to the Horse Show and surrounding Louisville hotels, as well as posted online.

Daily Circulation 1,500

Front Cover	\$800	8.38 x 11.13 inches
Inside Front Cover	\$700	8.38 x 11.13 inches
Inside Back Cover	\$500	8.38 x 11.13 inches
Back Cover	\$600	8.38 x 11.13 inches
Center Spread	\$800	8.38 x 11.13 inches
Full Page Color	\$400	8.38 x 11.13 inches
Full Page Black & White	\$300	8.38 x 11.13 inches
1/2 Page Color	\$250	8.38 x 5.50 inches
1/2 Page Black & White	\$200	8.38 x 5.50 inches
1/4 Page Black & White	\$150	3.50 x 4.50 inches
1/8 Page Black & White	\$100	3.50 x 2.00 inches

SPECIAL RATES for 7 DAY RUN

Center Spread	\$5,000	8.38 x 11.13 inches
Inside Front Cover	\$4,500	8.38 x 11.13 inches
Inside Back Cover	\$3,000	8.38 x 11.13 inches
Back Cover	\$4,000	8.38 x 11.13 inches
Full Page Color	\$2,500	8.38 x 11.13 inches

Files accepted JPG, PNG including Logos and type fonts. Camera ready in PDF (black and white ads saved as Halftones).

All submissions should be at 300 dpi. Submit files to Cynthia Lowell at c.lowell@asha.net,

Rates include design and production.

Requests for advertising to Michelle Partridge at m.partridge@asha.net

Space: JULY 1, Materials: JULY 10



Photo by Shiftet

Webcast Coverage Advertising

USEF NETWORK WEBCAST- AUGUST

The Live Webcast is a fantastic value to reach thousands of engaged viewers in the top 5 countries: USA, Canada, South African, Great Britain, and Germany, as well as the 5 leading cities: Atlanta, Chicago, New York, Washington D.C., and Boston.

The Friday and Saturday evening championship classes can be enjoyed over and over, as these thrilling classes will be available for Video on Demand on the USEF Network after the show.

2012 Stats: 73,337 Video plays, 358,869 Page views

Presenting Sponsor of the Webcast <ul style="list-style-type: none">• Logo on lead banner• Pre roll 15 second video ad• Full banner ad on page	\$25,000	920 x 90 pixels
Full Banner Ad	\$3,000	920 x 90 pixels
Half Page Banner Ad	\$2,000	460 x 90 pixels
Fourth Page Banner Ad	\$1,000	230 x 90 pixels

Video Player

Pre Roll: 15 sec Spot, 20,000	\$7,500	
Pre Roll: 15 sec Spot, 10,000	\$4,000	
Pre Roll: 15 sec Spot, 5,000	\$2,000	

*Files accepted JPG, PNG. All production ready submissions should be at 72 dpi.
Submit files or requests to Cynthia Lowell, c.lowell@asha.net.*

Space: JULY 1, Materials: JULY 10

Live all week from Louisville, KY The Kentucky State Fair World's Championship Horse Show



Coverage starts August
18th and continues through
Saturday, August 24th



Changing the way you look at equestrian sport.

presented by SMARTPAK



FREE Shipping Every Day
on all orders over \$75

SMARTPAK
Shop Now

ADVERTISING OPPORTUNITIES

2012 STATISTICS

73,337 video plays
358,869 page views



\$25,000 PRESENTING SPONSOR OF THE WEBCAST

- Logo on lead banner
- Pre roll 15 second video ad
- Full banner ad on page

BROADCAST SCHEDULE PROGRAM RIDERS HORSES OWNERS ORDER OF GO RESULTS COURSE MAP



\$3,000 FULL BANNER AD

Riders Take Center Stage at Brandywine Valley Summer Series' Local Day http://ft.co/xadnoxgC 7/10/2012 10:36:38 AM USEF Network 2012 U.S. Olympic Team

Amateur Five-Gaited Work Out
Work out between CH Courageous Lord & CH The Daily Lottery

Play video

VIDEO PLAYER

Pre Roll :15 sec Spot	20,000	\$7,500
	10,000	\$4,000
	5,000	\$2,000

Class 235 - Ladies Three-Gaited ... (14:16)

Class 238 - Amateur Three-Gaited ... (16:18)
Saturday Night from Louisville August 25, 2012



\$2,000 HALF PAGE BANNER AD

NEWS

WCHR Week Begins At The Capital Challenge
Upper Marlboro, MD - With the 18th annual Capital Challenge Horse Show ...

Lillie Keenan and C Coast Z Win the \$100,000 USHJA International ...
Lillie Keenan and C Coast Z earned the \$100,000 USHJA International Hunter ...

Scott Stewart Takes Top Three Spots in Third Annual \$100,000 USHJA ...
Scott Stewart and Carlos Boy took top honors during Round One of the \$100,000 ...

Jennifer Alfano and Jersey Boy Prepare for the Derby Final by ...
Jennifer Alfano and Jersey Boy sweep the over fences in the High Performance ...

John French Leads an Impressive Group of Hunters at the Colorado
John French and Crown Affair (Flying Horse Photography), Parker, CO ...



\$1,000 FOURTH PAGE BANNER AD



Questions?

Design and Production:

Cynthia Lowell

859-475-1462

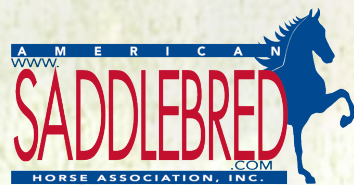
c.lowell@asha.net

Advertising Opportunities:

Michelle Partridge

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