



WASHINGTON INTERNATIONAL HORSE SHOW ADVERTISING OPPORTUNITIES 2017

The Washington International Horse Show (WIHS) is one of the most illustrious events on the international equestrian calendar and is eagerly anticipated each fall by competitors and horse enthusiasts alike. This year's competition, to be held Tuesday, October 24 through Sunday, October 29, 2017, will celebrate the 59th anniversary of the prestigious event and will welcome more than 500 horses and riders from around the world to Verizon Center in Washington, DC.

Advertising in one of our three annual publications is a cost-effective way to showcase products and services. Our audience of the sport's leading riders, trainers, owners, and more than 26,000 spectators, is well-educated, affluent and highly influential.

The WIHS Official Program: *Deadline August 31*

The WIHS Official Program is the ultimate advertising tool to showcase your products or services to an affluent and influential market. High-end, glossy and four-color, this book is an upscale takeaway from our event that is popular among spectators, sponsors and competitors alike and is an excellent way to reach a highly desirable audience.

The WIHS Prize List: *Deadline June 1*

Our WIHS Prize List serves as the pre-event guide for our competitors, trainers and owners, and contains all the information needed while visiting us in Washington, including class specifications, travel directions, social activities and the official time schedule. This is the perfect opportunity for you to market directly to our extensive exhibitor base. 5,000 printed and mailed to participants across the country and beyond. *Also available online.*

The WIHS Regional Horse Show and USHJA Zone 3 Finals Prize List: *Deadline July 15*

WIHS offers a cost-effective opportunity to reach a regional demographic through our WIHS Regional Horse Show and USHJA Zone 3 Championship Prize List. This popular annual event will be held October 20-22, 2017 at Prince George's Equestrian Center, Upper Marlborough, MD. The WIHS Regional Prize List is offers direct access to dedicated trainers and exhibitors throughout the mid-Atlantic. 2,500 printed, mailed and distributed to local tack shops. *Also available online.*

Equestrian Directory: *April 1, 2017– March 31, 2018*

Showcase your local barn, camp, or equestrian related business with a listing in our new directory. Your business's name, logo, website, and brief description will be featured in the WIHS Official Program, a collectible publication read by competitors and spectators, and listed in a new section of the WIHS webpage with a direct link to your website.

Things To Do In DC Directory: *August 1, 2017 – October 31, 2017*

Promote your local business, restaurant, or tourist attraction to WIHS' competitors and spectators. Your business's name, website, address, and description will be featured in the WIHS Official Program, a collectible publication read by competitors and spectators, and listed in a new section of the WIHS webpage with a direct link to your website.

For more information, please contact: Lindsay Pologe
P: 202-525-3679 | E: lindsay@wihs.org





WASHINGTON INTERNATIONAL HORSE SHOW 2017 ADVERTISING RATES & SPECS

ARTWORK SPECS

- Ads must be high-res (300 dpi) PDF; no word files please
- COLOR - CMYK only; RGB files must be converted to CMYK
- BLEED – Please add 1/8" bleed to all full-page sized advertisements
- Any artwork corrections and stripe-ins will be billed to the advertiser
- All ads are subject to WIHS approval prior to publication
- Placement is not guaranteed unless premium paid and space is available
- Please submit artwork to lindsay@wihs.org by deadline to ensure your ad placement

NEED AN AD DESIGNED?

Ashley Davis
BlueKat Design
859.552.2298
Design@bluekatdesign.com

| OFFICIAL WIHS PROGRAM (Deadline: August 31) | | | |
|---|--------------|---------|---------|
| SIZE | TRIM (W x H) | COLOR | B & W |
| Outside Back Cover | 8.5" x 11" | \$5,000 | |
| Inside Front Cover | 8.5" x 11" | \$4,000 | |
| Inside Back Cover | 8.5" x 11" | \$3,000 | |
| Double Spread | 17" x 11" | \$2,800 | |
| Full Page | 8.5" x 11" | \$1,500 | \$1,000 |
| Full Page (No Bleed) | 7" x 10" | \$1,500 | \$1,000 |
| Half Page (No Bleed) | 7" x 4.75" | \$1,000 | \$600 |

| WIHS PRIZE LIST (Deadline: June 1) | | | |
|------------------------------------|--------------|---------|---------|
| SIZE | TRIM (W x H) | COLOR | B & W |
| Inside Front Cover | 5.5" x 8.5" | \$1,400 | \$1,100 |
| Inside Back Cover | 5.5" x 8.5" | \$1,200 | \$1,000 |
| Full Page | 5.5" x 8.5" | \$850 | \$550 |
| Full Page (No Bleed) | 4.5" x 7.5" | \$850 | \$550 |
| Half Page (No Bleed) | 4.5" x 3.5" | \$550 | \$350 |

| WIHS REGIONAL PRIZE LIST (Deadline: July 15) | | |
|--|--------------|-------|
| SIZE | TRIM (W x H) | B & W |
| Inside Front Cover | 5.5" x 8.5" | \$550 |
| Inside Back Cover | 5.5" x 8.5" | \$500 |
| Full Page | 5.5" x 8.5" | \$350 |
| Full Page (No Bleed) | 4.5" x 7.5" | \$350 |
| Half Page (No Bleed) | 4.5" x 3.5" | \$200 |

ADVERTISING DEADLINES

| | |
|---|-----------------------------------|
| WIHS PRIZE LIST | June 1, 2017 |
| WIHS REGIONAL PRIZE LIST | July 15, 2017 |
| OFFICIAL WIHS PROGRAM | August 31, 2017 |
| LOCAL BARN AND EQUESTRIAN DIRECTORY | April 1, 2017 – March 31, 2018 |
| THINGS TO DO IN DC DIRECTORY | August 1, 2017 – October 31, 2017 |

For more information, please contact: Lindsay Pologe, Sponsorship & Hospitality Coordinator
P: 202-525-3679 | E: lindsay@wihs.org



WASHINGTON INTERNATIONAL HORSE SHOW 2017 ADVERTISING AGREEMENT

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Website (For Directory Only) _____

Directory Description (Max. 30 Words) _____

| | | <i>Color</i> | <i>B & W</i> |
|------------------------|-----------------------|---------------|------------------|
| Official WIHS PROGRAM: | Outside Back Cover | _____ \$5,000 | Not Available |
| | Inside Front Cover | _____ \$4,000 | Not Available |
| | Inside Back Cover | _____ \$3,000 | Not Available |
| | Double Spread | _____ \$3,200 | Not Available |
| | Full Page | _____ \$1,500 | _____ \$1,000 |
| | Half Page | _____ \$1,000 | _____ \$600 |
| WIHS PRIZE LIST: | Inside Front Cover | _____ \$1,400 | _____ \$1,100 |
| | Inside Back Cover | _____ \$1,200 | _____ \$1,000 |
| | Full Page | _____ \$850 | _____ \$550 |
| | Half Page | _____ \$550 | _____ \$350 |
| REGIONAL PRIZE LIST: | Inside Front Cover | _____ \$900 | _____ \$550 |
| | Inside Back Cover | _____ \$800 | _____ \$500 |
| | Full Page | Not Available | _____ \$350 |
| | Half Page | Not Available | _____ \$200 |
| DIRECTORY: | Local Barn & Business | _____ \$150 | |
| | Things To Do In DC | _____ \$150 | |

TOTAL = _____

METHOD OF PAYMENT:

_____ Check is enclosed (Payable to Washington International Horse Show)

_____ Credit Card: ___ Visa ___ Master Card ___ American Express

Name on Card _____

Card Number _____

Exp. Date ____ / ____

Security Code _____

Billing Zip _____

Advertiser's Signature _____ Date _____

Please return to: Washington International Horse Show Email: lindsay@wihs.org
3299 K Street NW, Suite 600, Washington, DC, 20007