



## WIHS MEDIA ALERT

**Press Contact:** Press Link/Diana De Rosa, 516-848-4867  
dderosa1@optonline.net

### ATTENTION PUBLISHERS/EDITORS

#### **Become a Media Partner of the Washington International Horse Show Have Your Publication Distributed at the 2010 WIHS**

Washington, D.C. – June 9, 2010 – Get your magazine into the hands of the top riders, trainers and owners in the country as well as horse enthusiasts, VIPs and horse show sponsors through the WIHS Media Partner Program. Publishers will receive onsite magazine distribution plus valuable bonus benefits in exchange for WIHS promotion in your magazine and on your website. Magazines will be distributed at the 52<sup>nd</sup> Washington International Horse Show, Oct. 26-31, 2010, at Verizon Center in Washington, D.C.

**HOW IT WORKS:** Complete the attached form and check the items you want. Commit to a minimum of one full-page four-color ad (option for half-page ad if newspaper format) plus online promotion for WIHS, and any or all of the following benefits are yours:

- Magazine Distribution\* (up to 500) at Verizon Center
- Announcement of Media Partnership and link to your website on WIHS Facebook and Twitter (we'd love you to do same!). WIHS Facebook page ([facebook.com/horseshow](http://facebook.com/horseshow)) has 3,700+ active fans. Plus, any time you run WIHS stories, photos or promotions, let us know and we'll alert our fans and link!
- Logo included on Media Partner page in the 2010 WIHS Official Souvenir Program
- Logo included on Media Partner page on WIHS website, [wihs.org](http://wihs.org)
- Logo included as Media Partner on Verizon Center Jumbotron, min. of 1x per day (Thurs, Fri, Sat, Sun)
- Online ad on [wihs.org](http://wihs.org) (300x90 pixel ad to be supplied by publication) from time of agreement through 12/31/10.
- Designation as Media Partner: use of our logo on your website or in your publication
- Welcome and link in WIHS eNewsletter, issue closest to when you sign up
- Support and promotion for any WIHS contest or sweepstakes you host, including tickets and/or products

In exchange, WIHS will receive:

- One or more full-page 4/C ads in issue(s) closest to and in advance of horse show
- Online advertising presence on your website(s) from date of agreement through 12/31/10, with option to vary ads (WIHS to supply ads)
- Inclusion in your email newsletter, if available, with link to [wihs.org](http://wihs.org)
- Inclusion of online WIHS Media Partner button (supplied by WIHS), with link to [WIHS.org](http://WIHS.org)
- Mention or welcome of WIHS as your Media Partner in publication/website

\*Magazines will be placed by WIHS staff in prominent locations throughout Verizon Center, including positions on the concourse, main ticket vestibule, outside the horse show office and in the Pony Pavilion (Sat. only, kids' publications only). Plus, a special distribution will be held on Thursday evening for the popular WIHS Barn Night at the arena entrance. Magazines distributed at show must contain WIHS editorial and/or full page ad.

**Magazine racks:** Some magazine publishers prefer to supply their own magazine racks, in which case we will designate specific locations on the concourse and outside the show secretary's office. If you supply your own rack, you will be responsible for keeping it filled and for delivery and pick-up on the racks on specified days.

**DO YOU NEED MORE?** If you would like to build a more extensive media partnership that would include items such as magazine distribution at the WIHS Regional Horse Show & USEF Zone 3 Finals, Oct. 22-24, 2010, at Prince George's Equestrian Center, WIHS tickets (VIP or Vouchers), invitation to social events, ring wall signage at Verizon Center, outside stabling banner, public address announcements, video commercial on Jumbotron, etc., please let us know and we would be happy to work with you.

**ADVANCE ARTICLES:** WIHS will supply advance articles with photographs, cover photographs, video clips, etc. at no charge to you. Just let us know what you'd like and when you need it.

An equestrian tradition since 1958, the Washington International Horse Show brings riders, trainers, horse owners, sportsmen and horse enthusiasts to the nation's capital for six days of championship sport and entertainment. The 52nd WIHS will be held Oct. 26-31, 2010, at Verizon Center in Washington, D.C.

WASHINGTON INTERNATIONAL HORSE SHOW  
3299 K Street NW, Suite 600  
Washington, DC 20007  
Tel: 202-525-3679 – Fax: 202-525-3686