



## WASHINGTON INTERNATIONAL HORSE SHOW ADVERTISING OPPORTUNITIES 2016

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 25 through Sunday, October 30, 2016, will celebrate the 58th 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 June 21***

WIHS offers a cost-effective opportunity to reach a regional demographic through our WIHS Regional Horse Show and USHJA Zone 3 Finals Prize List. This popular annual event will be held October 21-23, 2016 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, 2016 – March 31, 2017***

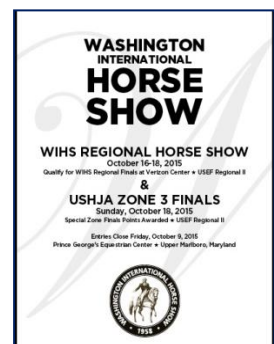
Showcase your local barn, camp, or equestrian related business with a listing in our new directory. Your business's name, logo, website, and brief description will be featured in the WIHS Official Program, a collectable publication read by competitors and spectators, and listed in a new section of the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

### **Things To Do In DC Directory: *August 1, 2016 – October 31, 2016***

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 collectable 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: Mary Helen Shaughnessy, Sponsorship Coordinator**

**P: 202-525-3679 | E: [maryhelen@wihs.org](mailto:maryhelen@wihs.org)**





# WASHINGTON INTERNATIONAL HORSE SHOW 2016 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 maryhelen@wihs.org by deadline to ensure your ad placement

## NEED AN AD DESIGNED?

Ashley Davis  
BlueKat Design  
859.552.2298  
[Design@bluekatdesign.com](mailto: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: June 21)			
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, 2016
WIHS REGIONAL PRIZE LIST .....	June 21, 2016
OFFICIAL WIHS PROGRAM .....	August 31, 2016
LOCAL BARN AND EQUESTRIAN DIRECTORY .....	April 1, 2016 – March 31, 2017
THINGS TO DO IN DC DIRECTORY .....	August 1, 2016 – October 31, 2016

For more information, please contact: Mary Helen Shaughnessy, Sponsorship Coordinator  
P: 202-525-3679 | E: [maryhelen@wihs.org](mailto:maryhelen@wihs.org)



# WASHINGTON INTERNATIONAL HORSE SHOW 2016 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 &amp; W</i>
<b>Official WIHS PROGRAM:</b>	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
<b>WIHS PRIZE LIST:</b>	Inside Front Cover	_____ \$1,400	_____ \$1,100
	Inside Back Cover	_____ \$1,200	_____ \$1,000
	Full Page	_____ \$850	_____ \$550
	Half Page	_____ \$550	_____ \$350
<b>REGIONAL PRIZE LIST:</b>	Inside Front Cover	_____ \$900	_____ \$550
	Inside Back Cover	_____ \$800	_____ \$500
	Full Page	Not Available	_____ \$350
	Half Page	Not Available	_____ \$200
<b>DIRECTORY:</b>	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** \_\_\_\_\_