



THE 2012 MICHIGAN SADDLEBRED MAGAZINE

2012 Annual Issue American Saddlebred Horse Association of Michigan

DEADLINE IS JANUARY 15, 2012

The Michigan Saddlebred Magazine

- The American Saddlebred Horse Association of Michigan publishes The Saddlebred Magazine.
- **The deadline for advertising is January 15, 2012.**
- All 2011 High Point Champions and Reserve Champions, including Academy Champions, are entitled to a one page black and white ad for \$120.
- The Saddlebred Magazine is a club project compiled and edited by the Association's Magazine Committee. ASHAM is not responsible for errors or omissions. Copy and artwork are reproduced to the best of our ability. If you wish, you can submit a print-ready ad.
- **BACK BY POPULAR DEMAND-** Your ads can now be printed in *FULL COLOR* for an additional cost of \$100 per page!

Distribution

- All ASHAM members receive one complimentary copy of the magazine and additional magazines by request.
- ASHAM magazines are also distributed at various equine events throughout Michigan.

The Covers

- The front and back cover, the inside center spread, as well as the inside front and back covers were auctioned off at the ASHAM annual awards banquet. The highest bidder may choose the photos to appear on these pages.
- The front, back, and inside covers are in color and should feature one or more Saddlebred Horses. The photos on the front and front inside covers will be identified in the first few pages of the magazine.
- The center spread may be in color for an additional charge of \$100 per page.
- A 50% down payment is due the night these pages were auctioned off at the banquet with the balance due by January 1, 2012. If not fully paid by the deadline, the applicable pages will be made available to the second highest bidders. **All cover photos and layout is due on January 1, 2012.**

Advertising and barn placement

- Placement of advertisement is on a first-come, first-serve basis and is also dependent on the number of ads per barn, per business, etc.
- Barn news from any Michigan barn may be submitted along with pictures to be printed along with your barn's ads for no fee. Barn news may only be submitted if accompanied by at least one full-page advertisement.
- Barns may purchase academy pages (with unlimited pictures) for a discounted rate of \$100 (black and white). **NOTE:** This is only for barns, not individuals.

2011 Committee Members

Erin Shirey	(248) 496-1839	elshirey@hotmail.com
Sena Bowling	(248) 459-0059	senabowling@aol.com
Lindsey-Anne Gawthrop	(248) 890-6461	laliess@hotmail.com



ADVERTISING ORDER FORM-The Saddlebred Magazine

DEADLINE IS January 15, 2012

AD INFORMATION

Please print or type. You may include a drawing on back to show desired layout. If you need help, please contact one of the committee members.....your ad is very important to us!

Name of Horse _____

Name of Rider or Driver _____

Trainer Information _____

Owner Information _____

Championship or Other Text _____

ADVERTISING ORDER *ALL ADVERTISING MUST BE PRE-PAID*****

Name _____ Phone (_____) _____

Address _____

Email Address _____

Size/Placement	Amount	Add Full Color
2011 High Point CH/Res	\$120	\$100
Full Page	\$165	\$100
Full Page Barn Collage	\$100	\$100
½ Page	\$105	\$50
¼ Page	\$70	\$25
Business Card	\$35	\$15

TOTAL: Ad \$ _____ Color \$ _____ Total Enclosed \$ _____

Payments should be made to: ASHAM

IMPORTANT

Photos will be mailed directly back to you as long as you put your name and address on the back of each photo. Photos and text can also be emailed to Erin at elshirey@hotmail.com.

LOGOS

Include your non-returnable logo if you want it included on your ad. Logos that were used in 2011 issue do not need to be resubmitted unless they have changed.

MAIL TO

Erin Shirey 11121 Beethoven Blvd Davison, MI 48423

EMAIL TO

Erin Shirey elshirey@hotmail.com

If you have any questions or concerns, please contact:

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2012 Magazine Committee
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