



THE 2022 MIDWEST SHOW HORSE DIRECTORY

DEADLINE IS JANUARY 31, 2022

The Midwest Show Horse Directory

- The American Saddlebred Horse Association of Michigan (ASHAM) will publish the Midwest Show Horse Directory.
- The deadline for advertising is January 31st, 2022
- The magazine will be completely in color
- All 2021 High Point Champions and Reserve Champions, including Academy Champions are entitled a one-page ad at a discounted rate.
- The Midwest Show Horse Directory is a club project compiled and edited by the Association's Magazine Committee. ASHAM is not responsible for errors or omissions. Ad Copies and Artwork are reproduced to the best of our ability. **If you wish, you are welcome to submit a print-ready ad.**

Distribution:

- All ASHAM members receive one complimentary copy of the magazine and additional magazines by request.
- Magazines will be distributed at various equine events throughout the year and horse shows.

The Covers:

- Front and back covers, as well as the inside front and back covers are auctioned off at the ASHAM annual banquet. The highest bidder may choose the photos to appear on these pages.
- The photos on these select pages are to be one or more show horses. The front cover will have an accompanying feature page inside.
- A 50% down payment is due the night these pages are auctioned off at the banquet, with the balance being due by January 31st, 2021. If not fully paid by the deadline, the applicable pages will be made available to the second highest bidder.

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 barn is encouraged to be submitted with pictures to be printed along with your barn's ads. Barn news can be submitted alongside barn ads but will be complimentary only if accompanied by at least TWO FULL-PAGE advertisement.
- Any riders, barns and businesses are welcome to advertise.

2022 Annual Magazine Committee Members

Sena Bowling senabowling@aol.com 248-459-0059	Lauren Greenwald imgreenwald@hotmail.com 281-224-8747	Cassidy Dolby cassidydolby@gmail.com 810-623-8967
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Mail: C/O ASHAM
2156 Bach
Davison, MI 48423

ADVERTISING ORDER FORM- 2022 Midwest Show Horse Directory

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AD INFORMATION:

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

Name of Horse: _____

Name of Rider or Driver: _____

Trainer Information: _____

Owner Information: _____

Championship Information or Other Text: _____

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

Name: _____ Phone(____) _____

Address: _____

*Required - Email Address: _____

Item	Size/Placement	Amount
	2021 High Point CH/Reserve	\$250
	Full Page- Non Highpoint Winner	\$300
	Full Page Barn Collage	\$250
	½ Page	\$200
	¼ Page	\$125
	Business Card	\$75

Total: _____ Cash Check # _____

*Please make all payments to: **ASHAM - American Saddlebred Horse Association of Michigan***

IMPORTANT:

Do to Copyright Laws, All Electronic Files Need To Be Sent Directly To Our Publication Company. Please contact the photographer and ask them to send the photo you plan on using for the ASHAM ad to the publisher.

Print-ready ads are welcome. Thank you.

LOGOS: Please include all logos via email or we can provide a link to upload files.

Please send completed forms to: Annual Magazine Committee

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