



# RMHA Advertising Information

## Magazine Deadlines:

### Summer Issue:

Ad deadline: June 20  
Article deadline: June 30  
Estimated release: Aug 7

### Winter Issue:

Ad deadline: Nov 7  
Article deadline: Nov 17  
Estimated Release: Dec 29

For Information  
on Online  
Advertising  
Please call  
Gene in the  
RMHA office at  
859-644-5244

## Need an Ad Created?

• Design cost fee to have an ad created:  
\$100/full page  
\$ 75/half page  
\$ 50/quarter page  
**(Does NOT include RMHA fee for placing ad in magazine.)**

• Call or email Sara Hoffman at 859-492-5531 or [sara@allgraphics.com](mailto:sara@allgraphics.com) to get started.

*Space can only be reserved with payment or payment arrangements through the RMHA office. (Canadian advertisers please make payment in US dollars, check, or money order.) Magazine ads or insertion orders received without payment will not be processed until receipt of payment. If payment is received after the deadline, the ad will be included in the next scheduled issue. No refunds on advertising.*

## RMHA Advertising Standards

### All Advertising Must be Approved by RMHA

#### Graphics:

- The gait presented on the ad must comply with the gaits as written in the RMHA show rules
- No parked horse with back legs extended will be allowed.
- Graphics may not contain logos or other visual symbols that would indicate the involvement, in any way, of any other breed(s) or registry(ies).

#### Copy:

All copy should be consistent with the basic promotional intent of the magazine and the RMHA. Any reference to registration or recognition, including show accomplishments, with or by any other horse breed(s) or registry(ies) is strictly prohibited. In other words, no mention of a competing organization or awards won from a competing organization is allowed

**If the advertisement does not depict these standards set by the Board of Directors and detailed in the bylaws, the ad must be corrected to comply with these standards.**

### Ad Dimensions in Inches:

#### Full Page

Bleed: 8.625" W x 11.125" H  
Trim: 8.375" W x 10.875" H  
Live "Safe" Area (important text and images): 0.375" in from bleed dimensions

#### Full Page Back Cover

Bleed: 8.625" W x 9.5" H  
Trim: 8.375" W x 9.375" H  
Live "Safe" Area (important text and images): 0.375" in from bleed dimensions

Half Page: 7.375" W x 4.65" H

Quarter Page: 3.69" W x 4.65" H

Business Card: 3.5" W x 2" H

### File Delivery:

For ads under 15 mb • Email: [sara@allgraphics.com](mailto:sara@allgraphics.com) with the file attached (**NOT EMBEDDED**).

For ads over 15 mb • Contact Sara Hoffman at 859-492-5531 for instructions.

### File Requirements:

• Preferred file format is Press-Optimized PDF files with all fonts embedded

• Other acceptable file formats are high resolution JPEGs, TIFFs, or EPS -- **Minimum 300dpi** RGB or CMYK color or Grayscale images only.

• Please size all images within 90% - 125% of final print size

• Additional charges may apply if adjustments need to be made to your files.

### For More Information:

• Ad insertions, rates/payments, deadlines and advertising specials, call the RMHA office at 859-644-5244

• For Advertising FILES information or questions, call Sara Hoffman at 859-492-5531 or email [sara@allgraphics.com](mailto:sara@allgraphics.com)