

16th Annual Horse World Expo • March 1 - 4, 2018 • Harrisburg, PA



**Your partner in promotion for the
 Pennsylvania Horse World Expo**
*Advertise in the Official Program and
 take full advantage of the **biggest**
 marketing opportunity of the year!*



- **Before the Expo, 30,000+** people use the program to plan their visit.
- **During the Expo,** tens of thousands of attendees use it to shop.
- **Afterwards,** they use it to follow up and **BUY!**

Can you afford to be just a name and a booth number?

A 1/3 page, **four color** ad costs less than a penny a reader!

20,000 copies • 65,000+ readers

*This issue is on our website and viewed by an **additional 8,000 people** worldwide!*

Ads Sizes and Rates

	<u>Horizontal</u>	<u>Vertical</u>	<u>B/W</u>	<u>Spot color</u>	<u>4-color</u>
Business card	4" w x 2" h	2" w x 4" h	\$122	call for rates	call for rates
1/12 page	n/a	4" w x 3-1/4" h	\$157	call for rates	call for rates
1/9 page	6" w x 3 1/4" h	4" w x 4 3/4" h	\$198	call for rates	call for rates
1/6 page	6" w x 4 1/3" h	4" w x 6-1/2" h	\$247	call for rates	call for rates
1/4 page	8" w x 5" h	6" w x 6 3/4" h	\$345	\$430	\$520
1/3 page	10" w x 5 1/3" h	6" w x 8 3/4" h	\$445	\$530	\$620
1/2 page	10" w x 8" h	8" w x 10" h	\$570	\$655	\$745
3/5 page	10" w x 9 2/3" h	6" w x 16" h	\$665	\$750	\$840
Full page	n/a	10" w x 16" h	\$945	\$1030	\$1120

Ads for new advertisers must be prepaid by the reservation deadline.

**DEADLINE FOR SPACE RESERVATIONS IS JANUARY 25, 2018.
 DEADLINE FOR AD MATERIAL IS JANUARY 29, 2018.**

For more information, contact **Debbie Reid** or **Phyllis Hurdleston** at
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