

TAKE THE
LEAD

2017 **MEDIA PLANNER**

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TAKE THE LEAD

OFFICIAL PUBLICATION OF THE
WORLD CONFORMATION HORSE ASSOCIATION

It's time to advertise where your dollars will work. With Take the Lead Magazine, the world's only publication dedicated solely to the halter horse industry. Take The Lead readers will enjoy editorial content each month in support of their passion for the conformation horse. Plus, because it represents all western stock horse breeds, Take The Lead provides one of the most comprehensive audiences of any discipline publication.

Our mission is to stimulate interest, showcase competitive opportunities, and bring you the latest up to date news surrounding the halter horse industry. Take the Lead is published quarterly, (Spring, Summer, Fall, and Winter) and delivered right to the mailboxes of breeders and exhibitors.

Our reader is highly educated and professional, which makes Take the Lead's quarterly publication schedule a bonus for advertisers seeking a dedicated audience who will keep their copy longer for more constant reference. Whether you are a stallion owner, an event promoter, a company promoting your product or service, or just an enthusiast showcasing the horse you are proud of, Take the Lead will enable you to get your message directly to your focused audience.

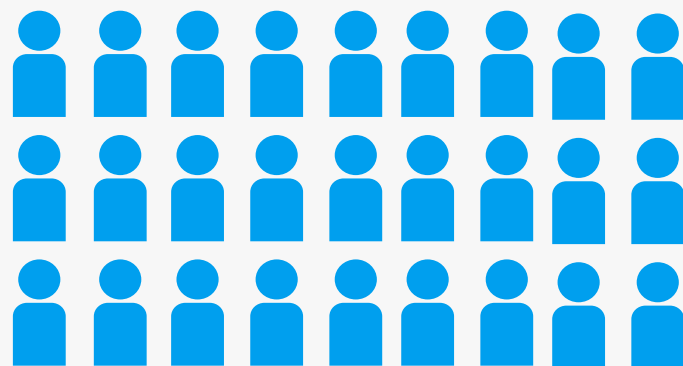
Take The Lead is the official Publication of the World Conformation Horse Association, and is published by halter people, for halter people, and is the only source for everything halter. Also you can view our digital addition on www.gohalter.com.






 2016
 Editorial

4X
PER YEAR
PRINT + DIGITAL



DISTRIBUTION:

In addition to breeders & exhibitors, issues will be sent to all AQHA, APHA, ApHC, PHBA, WCHA, ABRA, and PtHA judges free of charge.

Take the Lead will also be distributed at most of the major halter events nationwide throughout the year.

ADVERTISING PRICING & SPECS

2016 Advertising Rates

Position	Breeder Rate
Front Cover	<i>Call for pricing</i>
Inside Front Cover	\$1,250.00
Page 1 (Right Hand Page)	\$750.00
Inside Back Cover	\$1,000.00
Back Cover	\$1,250.00
Full Page	\$350.00
Half Page	\$250.00
Quarter Page	\$200.00
Business Card Size	\$150.00 (4 issues)

For more information, contact:

Carmen Cofranceso: carmco15@gmail.com or 862-266-0944

Peter J. Cofrancesco III: petercofran@gmail.com or 973-903-1764

Ad Schedule

Spring Issue: Ad material due March 18th

Summer Issue: Ad material due June 17th

Fall Issue: Ad material due September 16th

Winter Issue: Ad material due December 16th

Ad Submissions

Files should be labeled with advertiser's name and issue. Ads can be submitted via email to petercofran@gmail.com. If your ad exceeds 25 MB, please email for other options.

2016 Advertising Sizes

Full Page

Trim Size - 8.375" x 10.875"

Bleed Size - 8.5" x 11"

Live Area (inside trim) - 7.375" x 9.875"

Half Page Horizontal

Live Area - 7.375" x 4.75"

Half Page Vertical

Live Area - 3.5" x 9.875"

Quarter Page

Live Area - 3.5" x 4.75"

Business Card Size

Live Area - 3" x 1.82"

File Formats

Adobe PDF (press optimized), JPEG or tiff. All files MUST be in CMYK and high resolution (minimum of 300 DPI).



ADVERTISER INFORMATION

Advertiser or Company Name

Address

City State Zip

Trainer's Name

Phone Fax

Email

Horse Name Horse Name

Horse Name Horse Name

AGENCY/AD DESIGNER (if applicable)

Name

Address

City State Zip

Contact Name

Phone Fax

Email

AD SIZE

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Spring |
| <input type="checkbox"/> Half Page | <input type="checkbox"/> Summer |
| <input type="checkbox"/> Quarter Page | <input type="checkbox"/> Fall |
| <input type="checkbox"/> Single Business Card | <input type="checkbox"/> Winter |

See pricing & specs on opposite page

Specify any special positioning
(Special rates apply. Call for availability.)

- | | |
|---|--|
| <input type="checkbox"/> Cover (Photo of Horse) | <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Inside Back Cover |
| <input type="checkbox"/> Inside Facing Back Cover | |

PAYMENT INFORMATION

- ☐ Visa ☐ Master Card ☐ American Express
☐ Check

Credit Card Number

Expiration Date CVV Code

Signature

Billing Address

City State Zip

Sales Person

Return completed contract to:

petercofran@gmail.com

Make funds payable to:

Carmco Enterprises 320
North Church Road Sparta, NJ 07871

Phone: 862-266-0944

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