



Print, Banner & Website Advertising

Print Advertisements

- Premium books are mailed out to an active list of horse show exhibitors living in California, Oregon, Arizona and Nevada. For the 2010 show season there will be four premium book mailings:

1st Mailing: Equestrian Challenge (C) - May 19 - 23, 2010

2nd Mailing: June Classic (A) - June 16 - 20, 2010

3rd Mailing: Equestrian Classic I (AA) - July 27 - August 1, 2010
Giant Steps Charity (C) - August 4 - 8, 2010

4th Mailing: August Classic (A) - August 25 - 29, 2010
September Classic (A) - September 8 - 12, 2010
Strides & Tides (A) - September 15 - 19, 2010

- Below are the series discounts. Payment must be made in advance for the full series discount (artwork to be provided by sponsor).

Per Insertion:	1 time	2 times	3-4 times
Inside Cover	\$950	\$900	\$850
Full Page Color	\$780	\$760	\$710
Full Page B/W	\$500	\$480	\$430
1/2 Page Color	\$580	\$560	\$510
1/2 Page B/W	\$340	\$330	\$300

Banner Advertisements

- Grand Prix Arena 3' x 8' Banner - \$1,600/year per banner
- Ringside 3' x 8' Banner - \$1,300/year per banner
- Ringside 3' x 8' Banner - \$1,000/year (2 or more banners)

Website Listing Advertisements

- Website Listing (company name, logo and link) - \$200/year

Custom Sponsorship Packages

- If you would like to design a custom sponsorship package that will meet your needs, please contact Ashley Herman at ashley@sonomahorsepark.com or 415.518.2145