

2013 RATE SHEET

Michigan Quarter Horse Journal

www.MIQuarterHorse.com



The Michigan Quarter Horse Journal is published 6 times a year by the Michigan Quarter Horse Association. The Journal is distributed to members of the MQHA and MQHYA, and is available online at www.MIQuarterHorse.com. We also post online to many equine related Facebook pages increasing our readership by thousands.

The Journal features advertisers, articles, and news from the MQHA, plus special sections such as youth spotlight, youth report and showbills for MQHA approved shows.

When you advertise in the MQHA Journal you not only help your own business, but you also help support the largest single breed horse association in the state of Michigan.

Professional Ad Design

The Journal is printed on high-gloss premium stock and is a valuable asset to your advertising program. You will find our advertising rates competitive and all your ads can be designed by a professional graphic artist at no additional charge.

Knowledgeable, Full-Time Staff

The Journal is produced by C & C Publishing, Inc., Fenton, Michigan. Our staff is available from 9am-3:30pm Monday through Friday. Cindy Couturier, Journal editor, is a current horse owner and has had horses in her life since she was 7 years old. Amy Hartwig, assistant editor, is a past horse owner and continues to enjoy horses with friends. We know publishing, advertising and horses, and offer excellent customer service. Camera ready art is welcome, high resolution PDF please.

Advertising Rates

Rates listed below are per issue. 6 time rates are for 6 consecutive issues, one year of advertising. **Premium position ads:** Front Cover \$395, Back Cover \$325, Inside Front Cover \$295, Inside Back Cover \$295. *Premium position ads must be reserved in advance.*

AD SIZE	B/W 1X	B/W 6X	4 COLOR 1X	4 COLOR 6X	AD DIMENSIONS	Full Bleed please add 1" to width & height dimensions at left (full page only)
Full Page	\$150	\$125	\$250	\$225	7.36" w x 9.67" h	
Half Page	\$100	\$80	\$150	\$125	7.36" w x 4.70" h	
Quarter Page	\$75	\$60	\$100	\$80	3.57" w x 4.70" h	
Business Directory	NA	\$200	NA	NA	3.57" w x 2.00" h	

January Awards Issue Rates – Full B/W \$200, Full 4 Color \$275, Half B/W \$150, Half 4 Color \$225

Deadlines fall on the 15th of the month prior to the month you wish your ad to run. If we are past deadline, we will always try to accommodate you!

Call or Email To Reserve Your Ad Space Today

MQHA Journal - Cindy Couturier, Editor

810.714.9000 • 810.714.1465 fax • mqjournal@gmail.com
8415 Hogan Rd., Fenton, MI 48430

Our online presence
is growing...

**10,000 +
Readers Per Issue**

MICHIGAN QUARTER HORSE JOURNAL

Official Publication of the
Michigan Quarter Horse
Association
Michigan Quarter Horse
Youth Association



**6
Issues
Annually**

January/February
Annual Awards Issue
(see special rates)

April
Blue Book Issue

May/June
Futurity
Highlights Issue

July/August
Youth Issue

September/October
Futurity Issue

December
Stallion Issue plus
Stallion Service Sale
Catalog

Deadline:
The 15th of the month
prior to the month you
wish your ad to run.



MISSION STATEMENT

"The Michigan Quarter Horse Association will be the industry leader serving all horse enthusiasts in Michigan with diverse programs to promote the American Quarter Horse."

MQHA Office

Kristie Woroniecki, office manager

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