

CANADIAN

CANADIAN WARBLOOD HORSE BREEDERS ASSOCIATION



WARMBLOOD

is going to the

2010 WORLD EQUESTRIAN GAMES

in Kentucky, and will promote your farm and 'horses for sale' along with the Association.

CWHBA has booked booth space at the games and will be on the grounds to represent the Association and all its members. The WEG event runs for 14 days and the booth will be promoting Canadian Warmblood Breeding and 'Horses for Sale' during the entire time ... **Canadian Warmblood will be one of the few North American breed Associations at WEG.** There is opportunity to promote your farm, your stallion and your sale horses in the Breeders' Digest WEG Special Edition, an 8 x 11 glossy, full color magazine. The Booth will be located alongside the Equine Canada Booth and will offer the WEG Special Edition Breeders Digest and the Stallion Directory to interested parties. In addition there will be opportunity for video and digital slide shows of your farm or horses.

A package has been designed to enable all size farms and members to participate. **Bonus:** All member 1/4 page classified listings include an online web classified listing. Please review the advertising packages to see which level best suits your needs. *(See Page 2 for details)*

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Cellular: _____ E-mail: _____

For advertising opportunities please contact Doreen Kulcsar at 403-749-3737 or doreenkulcsar@gmail.com

I request the following advertising package: Signed: _____

- Platinum Package \$ 2000.00
- Diamond Package \$ 1000.00
- Gold Package \$ 750.00
- Silver Package \$ 500.00
- Bronze Package \$ 350.00
- Gem Package \$ 100.00
- Basic Package \$ 65.00

Credit Card Billing Information:

Visa Master Card American Express

Name on Card: _____

Card Number: _____

Expiry Date: _____

All Advertisement Submissions must be submitted camera ready. Digital slide show pictures must be sent by e-mail or CD, and each picture must have the name of the horse and farm identified on it so that inquiries can be managed. The committee reserves all editorial rights, including the right to refuse any picture. Picture guidelines can be found on www.canadianwarmbloods.com under the CWHBA at WEG link. Camera ready Advertising materials to be sent as either a tif, an EPS file, or a press quality PDF file to CWHBA National Office Box 21100, 2105 8th Street East, Saskatoon, SK S7H 5N9 or by e-mail to office@canadianwarmbloods.com

Camera Ready Ad Materials must be received no later than July 30, 2010

Payment must accompany this returned, signed document to reserve space in the WEG Special Edition of the Breeders Digest.

Payment by credit card payable to CWHBA and forward to:

National office CWHBA Box 21100, 2105 8th Street East, Saskatoon, Saskatchewan S7H 5N9

ADVERTISING OPPORTUNITIES: space reservation due by July 30, 2010

Platinum \$2000.00 (3 spots only)

- ❖ Choice of: Front cover image plus an additional full page advertisement inside the magazine body; or the back cover advertisement; or the Centerfold. **Note:** The front cover image is not an advertisement and must be approved by the committee. A thumbnail of the front cover image will be placed inside the magazine on Page 3 directing readers to your full advertisement or story.
- ❖ 3 minute video to be streamed with other Farm or sales videos - Deadline date July 30, 2010
- ❖ Four (4) ¼ page classified advertisement listings - standardized format, not camera ready - July 30, 2010
- ❖ 20 digital images for the digital photo frame slide show - July 30, 2010
- ❖ A Banner Advertisement on the Home Page of the National CWHBA web site.

Diamond \$ 1000.00 (4 spots only)

- ❖ Full page color advertisement Front inside Cover - Left or Right or Back Inside Cover -left or Right
- ❖ 3 minute video to be streamed with other Farm or sales videos - Deadline date July 30, 2010
- ❖ Three (3) ¼ page classified advertisement listings - not required to be camera ready
- ❖ 20 digital images for the digital photo frame 'slide show' with each image identified

Gold \$750.00 (multiple pages offered)

- ❖ Full page Color advertisement placed randomly throughout the magazine
- ❖ 3 minute video to be streamed with other Farm or sales videos - Deadline date July 30, 2010
- ❖ Three (3) ¼ page advertisements in the classified listings - not required to be camera ready
- ❖ 15 digital images for the digital photo frame 'slide show' with each image identified

Silver \$ 500.00 (Multiple pages offered)

- ❖ ½ page color advertisement placed randomly throughout the magazine
- ❖ Two (2) ¼ page advertisements in the classified listings - not required to be camera ready
- ❖ 15 digital images for the digital photo frame 'slide show' with each image identified

Bronze \$ 350.00 (Multiple pages offered)

- ❖ ¼ page advertisement placed randomly throughout the magazine
- ❖ Two (2) ¼ page advertisements in the classified listings - not required to be camera ready
- ❖ 10 digital images for the digital photo frame 'slide show' with each image identified

Gem \$ 100.00 (Business Card - multiple pages offered)

- ❖ Business Card size advertisement - 8 per page
- ❖ One (1) ¼ page advertisement in the classified listings - not required to be camera ready
- ❖ 5 digital images for the digital photo frame 'slide show' with each image identified

Basic Classified \$ 65.00 (Member sale horses; 4 per page, standard format includes 1 photograph; 1 logo and 30 words text)

- ❖ One (1) ¼ page classified advertisement - not required to be camera ready
- ❖ 3 digital images of the same horse for the digital photo frame 'slide show' with each image identified

Booth Volunteer Time:

If you are interested in participating in person at the CWHBA booth at the WEG
please contact: Ruth Armstrong at armstrong.farm@sympatico.ca