

ADVERTISING KIT 2024



ABOUT US

The Minnesota Hunter & Jumper Association is a community of 200 members. Founded in 1970, the MHJA was formed to serve the greater Minnesota area. The MHJA is an Affiliate Member of the US Equestrian Federation (USEF) and the US Hunter Jumper Association (USHJA) and follows USEF rules. The MHJA offers an awards program to encourage participation in affiliate shows, provides safety equipment to affiliate shows, offers educational programs, and publishes a quarterly newsletter, and a website and social media presence to keep members well informed.

The MHJA is part of Zone 6 of the USHJA, along with North Dakota, South Dakota, Nebraska, Iowa and Wisconsin.

In 2023, Zone 6 held 18 licensed competitions. Based on membership surveys conducted by USHJA*, we know that:

- ★ 94% of members compete at least once per year;
- ★ 89% compete in hunter classes;
- ★ 55% compete in jumper classes;
- ★ Most members are involved in other equestrian disciplines as well:
 - More than 50% enjoy trail riding,
 - 20% ride dressage,
 - 10% fox hunt or event;
- ★ 1/3 of members became involved with horses through their family;
- ★ 37% of members have children under 18 at home:
 - 51% are 40+ years old
 - 22% are 25-39 years old
 - 12% are 18-24 years old



** 2-11 & 2019 USHJA Member Surveys*



THE MHJA NEWSLETTER



The MHJA Newsletter is the official publication of The Minnesota Hunter and Jumper Association. It is published in print four times per year: Spring, Summer, Fall and Winter. Reaching all MHJA members in their home, the Newsletter knits our community together providing compelling stories on members, highlighting key competitive information, showcasing local professionals, and providing a voice for hunter/jumpers in Minnesota.

In addition, it carries advertising and sponsor messages that directly impact the members. It's a great way to reach our members, and each new issue is eagerly anticipated. You'll find copies of the Newsletter in local barns, stable lounges, and at key events. Our online presence includes a robust website and social media presence. The website has enhanced its Sponsor focus with the opportunity to include greater reach to our members and other horse owners.



AD RATES

COLOR	1X	4X
Spread	\$320	\$1,024
Full-page	\$180	\$576
1/2 page	\$110	\$352
1/4 page	\$80	\$256
Business Card	\$40	\$128

BLACK & WHITE

Spread	\$260	\$832
Full-page	\$130	\$416
1/2 page	\$70	\$224
1/4 page	\$50	\$160
Business Card	\$30	\$96

HORSEMAN'S DIRECTORY & ONLINE PRESENCE

Text only	\$30 per year and includes a one-year listing in the Horseman's Directory in each issue of the Newsletter, plus a one-year listing in the online Stable & Business Listing
Logo only	\$30 per year and includes a one-year listing on website Home page with a link to your home page
Online Package	\$50 per year and includes the Newsletter and online Horseman's Directory (Stable & Business listing) and logo/link on Home page

ADVERTISING INFORMATION

- Bleed ads: no additional charge.
- Rates are determined by the total space used within a 12-month period, dating from first insertion. Earned frequency is determined by total number of insertions, not issues.
- Insertion orders and cancellations must be received in writing on or before ad issue closing date.

BILLING INFORMATION

- Payment for ad placement must be received by the deadline for the issue in which the ad will run (see Insertion Order Form or website for specific dates). Payment should be made online at MHJA6.org.
- Send completed **Insertion Order** and **ad** to:

Anna Trace

mhjazone6@gmail.com

- Please note: all payments must be made electronically. Please visit the website to complete your payment: MHJA6.org.
- Publisher reserves the right to bill advertiser an additional 1.5% per month finance charge for outstanding amounts due more than 60 days. Finance charges will be applied until invoiced amount is paid in full.

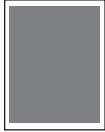


PRODUCTION SPECIFICATIONS



FULL-PAGE SPREAD

non-bleed 16" x 10"
* bleed 17.25" x 11.25"



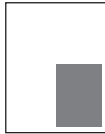
FULL-PAGE

non-bleed 7.5" x 10"
* bleed 8.75" x 11.25"



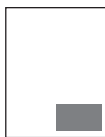
1/2 PAGE HORIZONTAL

non-bleed 7.5" x 4.75"



1/4 PAGE VERTICAL

non-bleed 3.5" x 4.75"



BUSINESS CARD HORIZONTAL

non-bleed 3.5" x 2"

Trim Size 8.5" x 11"

Live Area 7" x 10"

Bleed Size 8.75" x 11.25"

Binding Saddle Stitch

BUILDING THE FILE: Use **InDesign**, or **PhotoShop**. (MHJA will not be responsible for small type legibility or poor quality photos/images). **Illustrator** eps files and PDFs are also accepted, please outline all fonts. **Word document files are not acceptable.**

DOCUMENT SIZE: Document should be set up for the size of the ad requested on the insertion order, ie: 1/2 page horizontal non-bleed ad is noted, then the document size should be 7.5" x 4.75". Ads that bleed should have the image(s) pulled out at least .125" past the edge of the document. Live areas should be kept .5" from trim.

PHOTOS: Photographs provided as JPEG, TIFF or EPS file format; 300 DPI (typically greater than 1mg in size).

PLACING PHOTOS: Place photos directly into the page layout program. Photos must be between 90%-110% in its final placement size. **Photos placed in Word documents are not acceptable.**

PDFs: PDF files should be high res/print quality.

Questions? Please call Sarah Donnell 763.494.3204 or email: sdonnell@ampmybrand.com.

ALL ADS: Keep live matter 1/2" from trim.

BLEED ADS: Provide 1/8" bleed for trim.

* Bleed ads available for premium positions only (covers and center spread).



CONTACT US

ANNA TRACE

Ad Sales

763.250.3546

mhjzone6@gmail.com

SARAH DONNELL

Production

763.494.3204

sdonnell@ampmybrand.com

