

The Appaloosa Horse Club wants you to **"Get Spotted"** at the  
2009 World Championship Appaloosa Show  
with these opportunities that **you can't afford to miss!**

### Video Screen

The Appaloosa Horse Club is proud to offer a new opportunity to advertise your barn, business or stallion with the World Championship Appaloosa Show Video Screen in the John Justin Arena.

- Photo or Logo Ad on screen for 30 sec.
  - Any static image **\$35**
- Mini Video Clips (no sound)
  - 0-3 min. pre-recorded stallion or for-sale horses **\$70/min.**
  - 3-6 min. pre-recorded stallion or for-sale horses **\$55/min.**

\*Video Screen advertisers who have paid in full may receive a discount to advertise in the upcoming December, January and February issues of the *Appaloosa Journal*. *Certain restrictions apply.*

Please e-mail [marketing@appaloosa.com](mailto:marketing@appaloosa.com) or call ext. 235 to book your ad today!

### Let Your Farm Flag Wave

Farm flag advertising ensures your logo is seen by thousands of exhibitors during the 9-day show.

Flags hang in the John Justin Arena for maximum visibility.

- Create and hang your custom banner: **\$300**
- Hang your existing banner: **\$100**

Please contact the Marketing Department at [publicrelations@appaloosa.com](mailto:publicrelations@appaloosa.com) or ext. 273 for details about ordering your custom flag.

### Live Streaming Video Ads

**In 2008 there were more than 38,000 viewings of the Live Streaming Video from the World Show with an average viewing time of 1.5 hours.**

Don't miss your chance to reach this captive audience as they join log on to watch the 2008 World Championship Appaloosa Show LIVE from Fort Worth, Texas!

**You are guaranteed to be Spotted!**

**\$100 to advertise on any page on the ApHC web site**

- Live Video Feed Page (Oct. 23-31)
- ApHC Home Page banner (one month)
- Other: \_\_\_\_\_ (one month)

*(ApHC home page received 86,085 hits in June 2009)*

Mechanical specifications – Banner ads must be in .jpg or .gif format, maximum size 165 x 120 pixels, no animated ads on home page – please include your URL for linking capabilities.

**Space is limited - Act Fast!**



**Appaloosa ...  
The Breed of Choice**

## World Spotlight Advertising

The *World Spotlight* includes class schedules, Top Ten results, articles, announcements and more! Our Marketing Department will work with you to design an ad that best showcases your product or service. Ads run for the entire 9-day show. Rates for advertising are:

- Full-page ad: **\$600**
- Half-page ad: **\$375**
- Quarter-page ad: **\$200**
- Text-only, 4 lines ad: **\$100**

## Class Sponsorships

Sponsors are recognized in the *World Spotlight*, class announcements and the Top Ten results in the *Appaloosa Journal*.

- One class: **\$100**
- Additional Class(es): **\$75** each

Total number of sponsored classes: \_\_\_\_\_

Class preferences:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- No preference

***Assignments are based on availability.  
Reserve early for the best selection.***

## Memorial Class Sponsorships

The ApHC Memorial Class Sponsorship is a unique way to honor those who have gone on to greener pastures.

The Appaloosa or person would be honored in the following ways:

- Naming rights of the selected class at World Show
- Class announcement
- Listing in the Show Sponsor section of the ApHC web site
- Half-page ad in the *World Spotlight*
- Acknowledgement in the January issue of *Appaloosa Journal*
- Plaque that will be presented to the winner of the selected class

For more information contact [marketing@appaloosa.com](mailto:marketing@appaloosa.com) or call ext. 235

Name: \_\_\_\_\_

Phone : \_\_\_\_\_

Total: \$ \_\_\_\_\_

Payment Enclosed

Charge Credit Card

Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

## Thank you!

## Buckle Sponsorships

Each high-point and reserve high-point winner at the World Show will receive a sterling silver Montana Silversmiths buckle. Many of these buckles are provided through the support of sponsors.

You can sponsor a buckle for an open or non-pro high-point or reserve high-point award for **\$200**. You will receive the following benefits for your generosity:

- Recognized in the November and January issues of *Appaloosa Journal*
- Announced as a sponsor during the show
- Recognized on the ApHC Web site

We encourage buckle sponsors to present the award in the arena for a photo with the winner for possible publication in *Appaloosa Journal*.

For a list of buckles available for sponsorship, call ext. 273 or e-mail [publicrelations@appaloosa.com](mailto:publicrelations@appaloosa.com)

## Appaloosa Horse Club

2720 W. Pullman Road  
Moscow Idaho 83843  
Phone: 208.882.5578  
Fax: 208.882.8150  
[www.appaloosa.com](http://www.appaloosa.com)