



THE RUN  
FOR A MILLION  
RM

NRHA

The Official Publication of the National Reining Horse Association

# REINER

2020 Media Kit | Advertising

MARCH  
2020 REINER:  
NEW DEADLINES  
& VARIETY OF  
AD SIZES

Waltersburg

## REACH REINERS WORLDWIDE



## Advertising Contact Information

**Bucky Harris—NRHA Reiner**  
**Senior Director of Advertising Sales & Design**

3021 West Reno Avenue, Oklahoma City, OK 73107

Phone: (405) 946-7400, ext. 132

[bharris@nrha.com](mailto:bharris@nrha.com)

**Chris Maedche—Account Executive**

130 Road 3950, Farmington, NM 87401

Phone: (505) 681.3595

[doubleoranch@hotmail.com](mailto:doubleoranch@hotmail.com)

## Shipping Address for Ad Materials

**NRHA Reiner**

**ATTN: Reiner Graphics**

3021 West Reno Avenue, Oklahoma City, OK 73107

## FTP File Transfer Information

**Site:** <ftp.ipower.com>

**User Name:** [media@nrha-ftp.com](mailto:media@nrha-ftp.com)

**Password:** 4media.Pass

If your program asks for the account, it is [media@nrha-ftp.com](mailto:media@nrha-ftp.com).

If you have any problems or questions, please let us know. Also, please email one of us to let us know, you have posted a file.

**Bucky Harris:** [bharris@nrha.com](mailto:bharris@nrha.com)

**Chris Maedche:** [doubleoranch@hotmail.com](mailto:doubleoranch@hotmail.com)

**NOTE:** When sending ad by FTP, a proof must also be sent to your advertising representative. Be sure to include name of advertiser and file name on your proof.



## Material Specifications for NRHA Reiner Advertising

**The following are the digital specifications for customers and agencies submitting electronic ads to our publication.**

The NRHA Reiner uses a Macintosh Platform.

Preferred Electronic File Formats: PDF, JPEG, TIFF, or EPS

**Other acceptable files includes:**

QuarkXpress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Flash

**Corel Draw files are NOT acceptable.**

- Acceptable storage media includes: CD Rom, DVD, or FTP Transfer.

*When submitting files, please pay close attention to the size requirements when preparing your ad.*

*Please submit a proof copy along with the digital file.*

All images must be composite CMYK high-resolution at 300 dpi. The magazine's screen is 133 for black-and-white; 150 for full-color.

All files and color scans should be 300 dpi (minimum). Save files as JPEG, TIFF, or EPS. Do not use the DCS format.

Include both printer font and screen font when submitting your ads. Any fonts not submitted will be substituted with a similar font. TrueType fonts are unacceptable.

**Rich Black:** (four-color black) color builds should not exceed 300% ink coverage. Please use this formula for rich black output: 60% cyan, 40% magenta, 40% yellow, and 100% black.

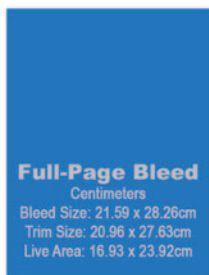
**With any build, only one color may be a solid.**

**Two-Page Spreads:** Two-page ads can be set up as single pages or as a spread. The page setup for a two-page spread is 16.736" x 11.125", or 42.51cm x 28.26cm being aware of the gutter space in the spine of the magazine, which is about .5 inch or 1.27cm.

### NRHA Reiner Submitted Advertising Guidelines

All advertisements submitted to the NRHA Reiner magazine shall not be in conflict with the Association's belief in family values, sportsmanship, and proper care of the horse. All advertisements should be suitable for the target audience: NRHA members and their families, which often include young children. As these pages are highly visible, the magazine cover pages, including the inside covers, must be suitable for that audience. Advertising shall not include violence, profanity, or sexually explicit or provocative images.

Ads featuring partial nudity may be accepted if models are posed in an unprovocative way and are partially covered (e.g., wearing modest swimsuits or sports attire). Ads with sexual innuendo are discouraged. Ads featuring human models with nudity or partial nudity along with any level of sexual innuendo will not be accepted under any circumstance.



**Full-Page Bleed**  
Bleed Size: 8.5" x 11.125"  
Trim Size: 8.25" x 10.875"  
Live Area: 6.666" x 9.416"

**\$1,200**  
Four-Color  
**\$830**  
Black-&-White



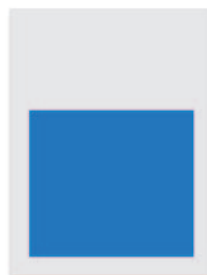
**Full-Page Non Bleed**  
6.666" x 9.416"  
16.93 x 23.92cm

**\$1,200**  
Four-Color  
**\$830**  
Black-&-White



**2/3-Page Vertical**  
4.388" x 9.416"  
11.15 x 23.92cm

**\$1,150**  
Four-Color  
**\$780**  
Black-&-White



**2/3-Page Horizontal**  
6.666" x 5.952"  
16.93 x 15.12cm

**\$1,150**  
Four-Color  
**\$780**  
Black-&-White



**1/2-Page Vertical**  
3.208" x 9.416"  
8.15 x 23.92cm

**\$1,045**  
Four-Color  
**\$675**  
Black-&-White



**1/2-Page Horizontal**  
6.666" x 4.576"  
16.93 x 11.62cm

**\$1,045**  
Four-Color  
**\$675**  
Black-&-White



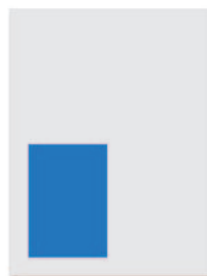
**1/3-Page Vertical**  
2.111" x 9.416"  
5.36 x 23.92cm

**\$885**  
Four-Color  
**\$515**  
Black-&-White



**1/3-Page Horizontal**  
4.388" x 4.576"  
11.15 x 11.62cm

**\$885**  
Four-Color  
**\$515**  
Black-&-White



**1/4-Page Vertical**  
3.208" x 4.576"  
8.15 x 11.62cm

**\$735**  
Four-Color  
**\$365**  
Black-&-White



**1/4-Page Horizontal**  
6.666" x 2.202"  
16.93 x 5.59cm

**\$735**  
Four-Color  
**\$365**  
Black-&-White



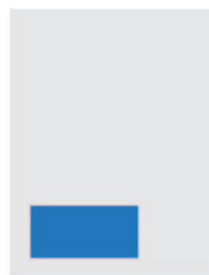
**1/4-Page Alternative**  
4.388" x 3.191"  
11.15 x 8.11cm

**\$735**  
Four-Color  
**\$365**  
Black-&-White



**1/6-Page Vertical**  
2.111" x 4.576"  
5.36 x 11.62cm

**\$635**  
Four-Color  
**\$260**  
Black-&-White



**1/6-Page Horizontal**  
4.388" x 2.111"  
11.15 x 5.36cm

**\$635**  
Four-Color  
**\$260**  
Black-&-White



**Tools To Rein By**  
3.375" x 2.34"  
8.57 x 5.94cm

**\$175**  
Black-&-White

Additional placement charges for premium-placement, right-hand pages 1-49, \$150. Premium-placement, left-hand pages 2-48, \$100. Right-hand page guarantee following page 49, \$150. Guaranteed placement, with event coverage or editorial feature, \$200. Additional spot colors: \$245. Discounts available for camera-ready advertising, contracts, and NRHA Affiliates. Additional discounts are not available for premium placement, contracts, or spot colors. All rates are net.

## In Every Issue

The *NRHA Reiner* breaks into four main sections for ease of navigation and to represent the entire membership and to fulfill the needs of all aspects of owning reining horses including everything from tack to training, breeding to stall bedding.

**Member:** NRHA news, Reining Horse Foundation updates, stories about NRHA Members.

**Rider:** Training tips and insights for riding at home; fitness tips from Kelly Altschwager of Western Workouts; sports psychologist Jane Pike who's helped reiners at all levels of competition.

**Competitor:** Event results and competitive tips; monthly "From the Judge's Chair" and "Why I Rein" departments.

**Horsekeeper:** Cutting-edge horse care for reining athletes; barn and facility maintenance.

## 2020 Editorial Plan

We've compiled an outline of the editorial high points that the *NRHA Reiner* will serve in 2020. These are subject to change, but the general subject matter will remain the same from issue to issue. We'll also be covering the top 20 NRHA events, NRHA European events, and the road to the Adequan® North American Affiliate Finals.

### JANUARY

#### The Mare Issue

We'll arm our members with everything they need to know about mare care, from breeding options to behavior to products that help mares perform at their top potential.

Booking Deadline: Nov. 15 • Materials Deadline: Nov. 25

### FEBRUARY

#### The Futurity Issue, Plus Feeding for Success

The NRHA Futurity is the crown jewel of NRHA events, and we'll have all the coverage of this marquee horse show, including the Adequan® North American Affiliate Championships. Plus, in the Horsekeeper section, we'll provide the latest in feeding options for high-performing reining athletes.

Booking Deadline: Dec. 15 • Materials Deadline: Dec. 24

### MARCH

#### The Prevention Issue, Plus NRHA Open World Champions

There are certain health concerns that are easily preventable and treatable with a little extra care. We'll tackle those in this issue to ensure that your reining athlete is ready to show this spring with as few roadblocks as possible. One of those issues is abscesses, and we'll address the latest thinking in prevention and treatment in detail.

Booking Deadline: Jan. 25 • Materials Deadline: Feb. 8

### APRIL

#### The Spring Health Issue, Plus NRHA Non Pro and Youth World Champions

Stay up to date on spring-health concerns with a handy vaccination checklist to ensure that your horse is ready to hit the road for all the spring shows. A feature on joints, supplements, and how they work together will help you keep your athlete performing.

Booking Deadline: Feb. 25 • Materials Deadline: March 8

### MAY

#### The Flies Issue

Flies are the bane of every horse owner's existence, whether you keep a few reiners on your own property or keep them in a large-scale training program. We'll provide tips to keep your barn fly-free (or as close to it as possible), plus give you the latest information on fly-borne diseases.

Booking Deadline: March 25 • Materials Deadline: April 8



### JUNE

#### The Apparel Issue

Find the perfect styles for your Western life, from the practice pen to the show arena to the banquet where you pick up your big awards. We'll offer fit tips, identify upcoming trends, and help you find the perfect clothes for your life in and out of the barn. We'll also identify the differences between breeding for different markets within reining and in the general horse market.

Booking Deadline: April 25 • Materials Deadline: May 8

### JULY

#### The Youth Issue, Plus a "Reiners' Resource" Special Ad Section

Young riders are the future of our sport. We'll highlight a few stand-out youth reiners making a difference in and out of the arena and spotlight the many programs NRHA offers for youths. Plus, the "Reiners' Resource" Special Ad Section is back!

Booking Deadline: May 25 • Materials Deadline: June 8

### AUGUST

#### The NRHA Derby Issue, Plus Barn and Arena Maintenance

Get all the stories from the NRHA Derby and all the events surrounding it. Your dream barn might be just a dream now, but we'll offer expert input to help update your horse property.

Booking Deadline: June 25 • Materials Deadline: July 8

### SEPTEMBER

#### The Grooming Issue

With fall comes championship season, and that means getting your reiner ready to look his best at the big shows. Reining experts will share their grooming secrets and tips—plus how feeding and deworming play a role—and we'll help you get your tack and gear ready for the biggest shows of the year.

Booking Deadline: July 25 • Materials Deadline: Aug. 8

### OCTOBER

#### The Hoof-Care Issue

You know the saying: No hoof, no horse. We'll provide cutting-edge insights on choosing the right shoes for your reiner and tips for keeping his feet in the best condition possible.

Booking Deadline: Aug. 25 • Materials Deadline: Sept. 8

### NOVEMBER

#### The Tack and Gear Issue

With the holidays approaching, it's time to think about shopping. And what reiner doesn't want a few tack updates wrapped up in a big red bow? We'll bring you the latest and greatest in tack from brands you know and love so you can start your gifting (and getting) list.

Booking Deadline: Sept. 25 • Materials Deadline: Oct. 8

### DECEMBER

#### The Stallion Issue

Get all the information you need about your stallion's behavior, products for stallions, and promoting them for breeding.

Booking Deadline: Oct. 23 • Materials Deadline: Nov. 8

## The NRHA Reiner has bonus distribution at various equine events and venues.

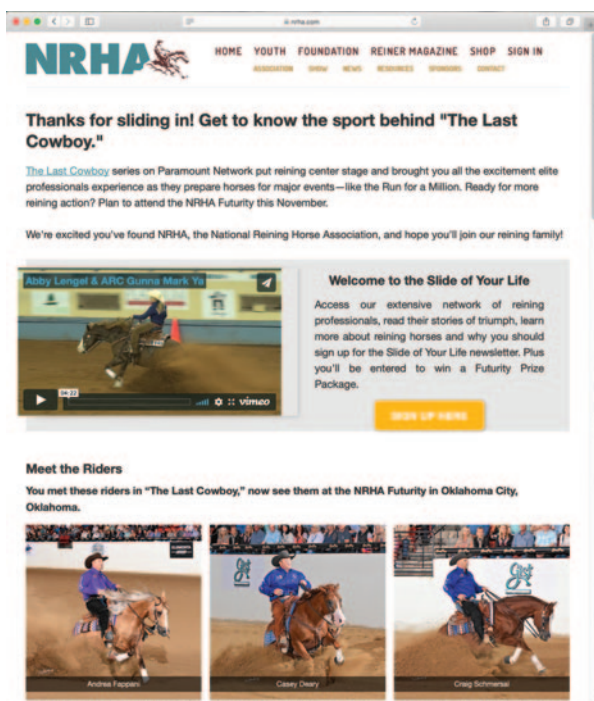
WESA	NRHA European Derby
NRHA European Futurity	AQHYA World Championship Show
IHSA Championship Show	All American Quarter Horse Congress
American Youth Horse Council	AQHA World Championship Show
IEA Championship Show	NRHA Futurity & Adequan® North American
NRHA Derby Show	Affiliate Championship Show
NRHA European Affiliate Championship	



## THE LAST COWBOY & THE RUN FOR A MILLION

A first-of-its kind event/TV partnership exposed new fans to reining and the personalities of some of the top NRHA Professionals in our sport. Airing Wednesday nights on Paramount Network, immediately following the mega hit *Yellowstone*, *The Last Cowboy* featured 12 NRHA Professionals on their journey to the first-ever Run for a Million at South Point Arena in Las Vegas in August.

NRHA saw an opportunity to gain new fans and new reiners and jumped on it. We executed an SEO/SEM program to gain fans from various targets: general horse interests, Western TV, and reining. The stats amazed the SEO expert who facilitated the campaign.



The Run for a Million is already set for July 29–August 1, 2020 in Las Vegas. You can bet NRHA will once again capitalize on this unique opportunity. How can you partner with NRHA in this endeavor? Let's talk.



**22,710** clicks to *The Last Cowboy* landing page on NRHA.com from Facebook ads

**2,590** new fans on the NRHA Facebook page during the 6-week program

**1%** click-through rate is expected by most SEO experts

**7%** click-through rate was achieved by this program on the Google Ads program

**100** clicks per day during the first three weeks of the campaign

**200** clicks per day in the final weeks of the campaign

**33%** increase in traffic to NRHA.com during the first week of the program

**200+** new reining fans signed up for a newsletter to learn more about reining, NRHA, and its supporters

**15,000** | NRHA Worldwide  
Memberships

**9,000** | NRHA U.S.  
Memberships



## Typical Member Profile:

- **NRHA members are active.**

Most typically attend and/or participate in one to five NRHA-approved shows per year within 100 to 500 miles from home.

- **The average member owns seven horses.**

70% of members own a farm or a ranch with the mean value of land, facilities, and equipment used for horses on these farms totaling \$500,000 to \$1 million.

- **NRHA members value their barns and facilities.**

41% plan to improve or expand those facilities in the next 12 months.

- **The average member is female.**

She's 48.7 years of age, married, and earns her primary income from the horse industry.

- **NRHA members are well educated.**

49% of members have at least a college bachelor's degree, and 17% have earned a graduate or professional degree.

- **NRHA members have strong financial resources.**

55% report having a gross annual income over \$100,000, with the average member having an income of \$100,000 to \$150,000.





## NRHA/Markel Futurity Sale Catalog

Where dedicated reiners from around the globe congregate at the NRHA Futurity to show, buy, and sell the world's best reining horses.

### Full-Page Color: \$500

Net Rate—Space reservation and copy due October 1, 2020

Ad Specs: Full-page bleed 5.75" x 9" or 14.61cm x 22.86cm

Finished/Trimmed Size: 5.25" x 8.5" or 13.34cm x 21.59cm

**Includes bonus web banner ad in the Robin Glenn Pedigree mobile catalog (RGP App).**

**Web Banner Size:** 768 pixels x 80 pixels • Format .PNG



## NRHA Futurity and NRHA Derby Finals Draw Sheets

Finals draw sheets are published for the NRHA Non Pro and Open Finals.

These are extremely popular—everyone in attendance wants to know as much about the finalists as possible and to record the score for each horse and rider. Advertising purchased for the finals draw sheets appears in both the Open and Non Pro draw sheets.

### Advertising Is Full-Color—Multiple Sizes and Formats Are Available

Please contact us if you have interest in the covers or full-page ads. All ad space is sold on a first come, first scheduled basis. Contact Bucky Harris for more information.

Back Cover: \$1,500

Inside Front Cover: \$1,250

Page 1: \$1,250

Inside Back Cover: \$1,000

Full Page: \$750

Business Cards: \$100 per unit

(Discounts available for multiple increments).

### Business Cards Sizes

\$100: Business Card 2.4" x 1.3"

\$200: 2-Card Mini Banner 5" x 1.3"

\$200: 2-Card Stacked 2.4" x 2.661"

\$250: 3-Card Banner 7.5" x 1.3"

\$250: Triple Stacked 2.4" x 4"

\$300: 4-Card 2 up 2 across 5" x 2.661"

\$500: 6-Card Double Banner 7.5" x 2.661"

\$500: 6-Card Stacked 3 up 2 across 5" x 4"

## Futurity Exhibitor Edition Pricing

**Includes Futurity Draws, Adequan® NAAC Qualifiers Finals Patterns, and additional information concerning the show.**

OFC: \$1,700

OBC: \$1,500

IFC: \$1,250

IBC: \$1,250

Page 1: \$1,250

Full Page: \$750

Project size will have a bleed of 8.5" x 11.125" and trim size of 8.25" x 10.875".

Material Deadline Friday, November 6, 2020



### NRHA Digital Advertising Options

#### NRHA Reiner Newsletter Banner Ads:

Size 768 x 100 pixels • Price \$100

#### Reiner E-Blast:

Promotional NRHA Reiner newsletter sent to all Reiner subscribers.

#### Web Banner Multiple-Run Pricing:

Web Banner Multiple-Run Pricing:

300 pixels x 150 pixels

1-page buy: cost for banner \$200 per month

6-page buy: cost \$150 per Month

12-page buy: cost \$100 per month

Without a magazine full-page buy

Cost \$300 one time

Cost \$275 6 times per month

Cost \$250 12 times per month

#### Digital Reiner added features and rates:

Embedded video: \$50 per file\*

Embedded audio: \$50 per file

eCards: \$100 per side

Special pages: \$100 per page

\*Rates are for finished submitted electronic files.

#### Standard Features:

- Navigate with ease
- Standard or auto-flip icon links to Digital Reiner
- Table of contents article links
- Editorial and advertiser website links
- Editorial and advertiser email links
- Share—social media links; email issue or article
- Sticky notes
- Drop-down menu displaying special content pages, advertisers, and archives
- Special page-marker tabs
- Keyword search
- Save the full edition
- Article text view
- Full-screen view
- Easy access from any system browser

**Contact us** to become a website advertiser or to discuss new opportunities to get more exposure as a content category sponsor or in-content sponsor.

