



CERTIFIED HORSEMANSHIP ASSOCIATION



Media Kit

AD RATES + DEADLINES + SPECIFICATIONS

Why CHA? CHA changes lives through safe experiences with horses! The purpose of the Certified Horsemanship Association (CHA) is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and hosts regional and international conferences.

- CHA has over 3,500 instructors and equine facilities located in the United States and Canada. Each of these individuals and/or equine facilities has between two and 250 horses on site.
- The target audience of CHA's publications include equine facility owners and staff who are the decision makers and shoppers when it comes to purchases for their programs. Make sure it is your products and services being talked about, purchased, and showcased by CHA instructors, programs and facilities.
- We promote our association, our work, our educational message and our instructors through a variety of channels. CHA produces: a monthly radio show, a webinar series and a blog. All of our links to social media are on our website. CHA is a proud member of the *American Horse Publications* and our press releases are delivered to all AHP members and editors.
- CHA is the largest certification program for horseback riding instructors in North America. CHA has certified over 30,000 instructors since its inception in 1967.

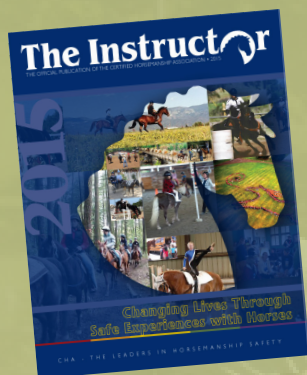
CORPORATE OFFICE:

1795 ALYSHEBA WAY, SUITE 7102 | LEXINGTON, KY 40509
859-259-3399 OFFICE • 859.255.0726 FAX
www.CHA.horse

Four great ways to promote your product or service to CHA members.

- CHA PUBLICATIONS • CHA WEBSITES • CHA VIDEOS • CHA RADIO SHOW • CHA EBLASTS

1. CHA Printed Publications

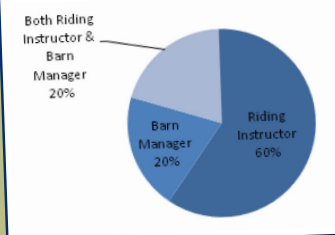


Annual Magazine / Annual Report

The Instructor magazine is a four-color annual publication including the CHA Annual Report.

We print 4,500 issues that are distributed to all CHA members, CHA individual and equine facilities program members at our International and Regional Conferences and at all trade shows and events that CHA attends.

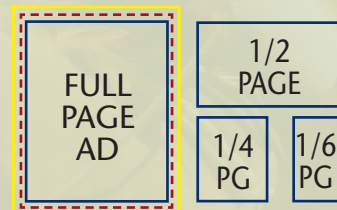
MEMBERSHIP ROLES:



MAGAZINE DEADLINES:

Ad Space Reservations: **Mid-February**
 Ad Materials Due: **End of February**
 Publication Distributed: **Spring**

PRINT AD SPECS:



— Document Size
 - - - Trim
 — Ad Size / Live Area

Annual CHA Conference Program



300 of these are printed in black and white each year to be given to attendees at the CHA International Conference. Buy any size ad in CHA Conference Program and get same size ad in color in Instructor magazine for 20% off.

PRINT AD RATES & SIZES:

SIZE	MEMBER	NON-MEM	*DESIGN	DIMENSIONS
Full page	\$475	\$575	\$95	7.5 x 9.5
Half page	\$290	\$390	\$70	7.5 x 4.5
Quarter page	\$175	\$250	\$60	3.75 x 4.5
Sixth Page	\$95	\$145	\$50	2.5 x 4.5
IFC/IBC	\$750	N/A	\$125	7.5 x 9.5
Back Cover	\$850	N/A	\$150	7.5 x 4.5

Ad rates are for color and black and white.

Print Ad Materials: 300 DPI, RGB, and TIF, JPG, PSD file format, or PDF. Full-page ads must contain a .25" bleed on all sides. Live area should be within a half-inch on all sides. *Ad design is available (ask for details).

2. CHA Radio Show



Podcast Advertising

The “Certified Horsemanship Association Radio Show” is on the Horse Radio Network’s “Horses in the Morning” on the third Tuesday of each month at 9 a.m. Eastern Time. “Horses in the Morning” receives on average of 18,000-25,000 unique downloads on each recorded CHA radio show.

Check it out on our website at CHA.horse

BROADCAST RATE:

Get a 10-minute live interview for only \$395 and then get to keep a recording of the show to do with as you wish!

3. CHA YouTube Videos



Videos Featuring Your Product

We provide YouTube instructional videos featuring your product. More than 25 videos are currently available on our channel about a variety of subjects, including: deworming, helmet safety, blanketing—to name a few. Our quality videos are professionally recorded during our CHA International Conference.

VIDEO PRODUCTION RATE:

\$500 includes: video production, talent, promotion and your product prominently featured in the video, hosted on our channel: www.youtube.com/user/chainstructor

4. CHA eNewsletter Marketplace

DATES & DEADLINES:
Ads Due 10th of each month.
Eblast sent the following week.



CHA Eblast Marketplace

Sent monthly to almost 12,500 subscribers: CHA members, industry professionals, and a wide range of equine enthusiasts.

ENEWS MARKETPLACE AD RATES:

Non-Member Classifieds: \$100 for text-only or one small jpg, per distribution

Commit to 3 months in one year and save \$50. *Includes ad link to any URL!*



CHA is the Trusted Resource for Professional Riding Instructors!

Because CHA is a trusted resource within the horse industry, our readers will often recommend advertised products and services to their students, increasing the reach of your brand.

The majority of instructors teach more than 100 people in a group riding program environment. CHA instructors and equine facility members teach 25-1,000 students per year. The reach when you advertise through CHA goes well beyond our membership. Our instructors appreciate value, and that is passed on to their students again and again.

What do our members have to say about CHA?

"I received the latest copy of The Instructor last week. Great work. All of the CHA staff and volunteers have every right to be very proud of both the look—very professional—and the content is praiseworthy. As to content, there is plenty of info about the organization. The annual report is very informative and provides ample stats and related info to any who may have an interest. There was an awful lot of work done to gather the advertisers. My hat is off to all the folks involved." – Jim

"As a riding instructor, horse trainer, college equestrian program director and horse show judge for many decades, I realize that equine and equestrian products need to fit the needs of the user. Bottom line: you need quality in materials and workmanship to get good, enduring value. That is what I look for in products I use, and that is how I train my students and clients to shop." – Jo-Anne

"By focusing your marketing efforts into CHA's marketing opportunities, you are reaching horse enthusiasts who need everything from saddles to blankets, feed to feed buckets, boots to breeches, fencing to barns, and pitchforks to wheelbarrows, as well as high-tech options such as equine management software." – Sarah

CERTIFIED HORSEMANSHIP ASSOCIATION

CORPORATE OFFICE:

1795 Alysheba Way, Suite 7102
Lexington, KY 40509
859-259-3399
859-255-0726 fax
www.CHA.horse

AD SALES:

Leigh Ann Matthews
sales@CHA.horse

CHA Certifications Include:

Standard English and Western, College and University, Seasonal Equestrian Staff, Equine Facility Manager, Vaulting Coach, Day Ride Trail Guide, Overnight Guide and Wilderness Guide, Equine Facility Site Accreditation and Driving Certification.

Interested in Becoming a CHA Business Member?

Join for only \$200 per year. Support CHA and get great discounts on advertising, job postings, subscriptions to selected horse magazines and much more. Be a part of this prestigious group.