



# Put Your Stud in STALLION ALLEY

**Stallion Alley** is the first place breeders turn when searching for the ideal sire. Economically priced and arranged in an easy-to-read format, this templated ad directory is one of the most popular sections of the magazine.

Each ad is 1/8 page with one color photo and a brief description (35-word maximum). Ad proofs are not provided.

**Only \$270.** Prices are discounted with signed contract.

**All ads appear on the APHA web site, at no additional charge, during the month of publication.**

<p><b>Stallion's Name</b>                  Year • Color • Pattern                  Sire: Name                  Dam: Name                  Description of your stallion: i.e. characteristics, behavior, measurements etc.                  Accomplishments in the show ring                  Title and points earned etc.                  and more  <b>Fee: \$ Amount</b>                  Guarantees, Services  <b>Farm Name</b>                  Contact 2                  Contact 3                  Contact 4                  Contact 5                  Contact 6</p>	
	

# How to create the most effective ad

**Photo** Go vertical if possible. A vertical photo offers the best use of the ad space. It fills the right side of the ad, but still allows room for incentive program logos. Horizontal photos are acceptable, but sometimes must be reduced in size to fit the available space.

**Description** Bullets and the word count have been eliminated. The template allows for six lines of type, each line can have approximately 43 characters. As you compose your ad, you might need to do some re-arranging to ensure you are utilizing the maximum number of characters on each line. In the description section of the form on the right, the number of individual characters is overlaid. Use a separate sheet of paper to do your rough draft and then print in the final.

**Acronyms** Space-saving acronyms. To give you more characters to use to describe your wonderful stallion, we have created acronyms for most of the checkboxed options in the ad form. In the Stallion Alley section each month, a list of acronyms and what they reference will be displayed in an easy-to-see sidebar. While these acronyms are acceptable, any other abbreviated words are not allowed.

**Contact Information** Six lines – you decide how to use them. Customize your contact information the way you want it. If you do all of your business on-line, you might want to include multiple e-mail addresses rather than a physical street address. Each line can have 36 characters, use them to your best advantage.

- Please note:**
- Only 3 incentive logos can be used, no farm logos, please.
  - All ads must be prepaid, unless a signed contract is on file.
  - Digital photos must be high resolution, at least 300 dpi.
  - Color prints will be returned.
  - Take advantage of our new large-file upload site in the Advertiser's Toolbox on [www.painthorsejournal.com](http://www.painthorsejournal.com)

For more information, call: Eastern Region (817) 222-6430, Western Region (817) 222-6432.

# STALLION ALLEY Ad Form

Photo, form and payment must be received in our office by the 20th of the month two months prior to issue date. Exceptions are the June issue (April 16th) and December issue (October 15th). If you plan to advertise in three or more issues, ask about our discounted rates.

**1** Fill out the information below. Please type or print clearly.

Registered Name: \_\_\_\_\_  
 Breed:  APHA  AQHA  JC  PtHA Year: \_\_\_\_\_ Registered Color: \_\_\_\_\_  
 Pattern:  Overo  Tobiano  Tovero  Solid Paint-Bred  HomozygousTobiano  Homozygous Black Gene  
 Sire: \_\_\_\_\_  QH  JC  
 Dam: \_\_\_\_\_  QH  JC

Each line can have a maximum of 36 characters, one character per box.

Farm Name: \_\_\_\_\_  
 Contact 2: \_\_\_\_\_  
 Contact 3: \_\_\_\_\_  
 Contact 4: \_\_\_\_\_  
 Contact 5: \_\_\_\_\_  
 Contact 6: \_\_\_\_\_

**2** Choose the options and list the fees for your stallion.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> LFG - Live Foal Guarantee<br><input type="checkbox"/> LCFG - Live Colored Foal Guarantee<br><input type="checkbox"/> TCSA - Transported Cooled Semen Available<br><input type="checkbox"/> TFSA - Transported Frozen Semen Available<br><input type="checkbox"/> LB - Limited Book<br><input type="checkbox"/> MMD - Multiple Mare Discount<br><input type="checkbox"/> EBD - Early Booking Discount<br><input type="checkbox"/> HYPP N/N - Hyperkalemic Periodic Paralysis Negative<br><input type="checkbox"/> HYPP N/H - Hyperkalemic Periodic Paralysis Carrier<br><input type="checkbox"/> OLWS Neg - Overo Lethal White Syndrome Negative<br><input type="checkbox"/> EVA Tested Neg/Vac - Equine Viral Arteritis | <p><b>Choose 3 Incentive Logos</b></p> <input type="checkbox"/> BreedersTrust<br><input type="checkbox"/> AQHA Incentive<br><input type="checkbox"/> NSBA<br><input type="checkbox"/> Triple Crown<br><input type="checkbox"/> Just For Pleasure<br><input type="checkbox"/> Just For Halter<br><input type="checkbox"/> NRHA Sire & Dam<br><input type="checkbox"/> Other _____ | <input type="checkbox"/> First Shipment Free<br><input type="checkbox"/> Introductory<br>Stud Fee \$ _____<br>Booking Fee \$ _____<br>Chute Fee \$ _____<br><input type="checkbox"/> V/MC - Visa/Mastercard Accepted<br><input type="checkbox"/> PayPal |
|--|--|---|

**3** Write your ad. Six lines of type, 43 characters in each line, one character per box below. **The only abbreviations allowed are the acronyms listed in Step 2.** One stallion per ad. "AQHA" and "JC" must follow horse's name where applicable and counts as one word. "Unofficial" will be added to APHA title, points or awards not reflected in APHA records and will be included in the overall word count. Please print clearly and legibly. The *Journal* is not responsible for errors due to illegible handwriting. Advertising containing pedigrees or claims regarding points and titles earned by individual horses must accurately reflect the records maintained by APHA. Copy that is in variance with official APHA records, as compiled by the Registration and Performance Departments, will be changed as necessary without consent of the advertiser.

Each line can have a maximum of 43 characters, one character per box.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**4** Select your method of payment.  Check Enclosed  VISA  MasterCard

APHA ID Number: \_\_\_\_\_ Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
*print clearly*

**5** Mail or fax this form to:

Paint Horse Journal Advertising Department • 2800 Meacham Boulevard • Fort Worth, Texas 76137 • FAX: (817) 222-8466