

Greetings!

I hope this letter finds you and your family well. It is now time to start working on the 2016 Missouri Quarter Horse Association directory!

Attached you will find a new list of prices and we're sure you'll be very happy with the reduced pricing we were able to achieve. Please notice that ads are due by **Jan. 15, 2016**.

You also will notice that MQHA members get a discount. If you're not a member, don't worry. You can fill out the enclosed 2016 membership application along with the \$35 membership fee to get the discounted membership rate, and you'll still save money!

Benefits to advertising in the directory:

- Your ad will appear both in print and online
- Increases awareness for your farm, family, business or horses
- The directory is referenced for contact information on members
- Readership goes beyond just Missouri members; MQHA Directories are taken to and set out at many of the big horse shows including the Missouri Equine Summit, Quarter Horse Congress, AQHA Novice Championships, AQHA World Show, AQHYA Youth World Show, among others
- Supports the association that supports you

We anticipate the 2016 directory to be the best yet. Send in your ad now to take advantage of this opportunity. Again, the deadline for ad submission is Jan. 15, 2016, any ad layouts turned in after this date will have a 10% late fee added.

An order form is enclosed that details the pricing. Feel free to make copies and hand them out to any family or business that could benefit from putting an ad in the MQHA Directory. If you have any questions, please contact Shelley Miller at **314-550-5097** or [smiller@sinksrx.com](mailto:smiller@sinksrx.com)

Thank you for your time and interest.

Sincerely,

*Shelley Miller*

2016 Directory Committee

## Missouri Quarter Horse Association 2016 Directory Ad Order Form

Client / Business Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Main Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

**DIRECTORY AD PRICING** (check size desired) *Back cover, inside covers and center spread will be auctioned off at the annual meeting and awards banquet, if you are interested in any of those, please go ahead and purchase an ad in the size of your choice, any upgrades will be handled at that time.*

AD SIZES & LAYOUT DIMENSIONS – Full Color	MEMBER	Non-Member
_____ <b>Full Page</b> 7.5 x 10 in.	\$150	\$220
_____ <b>Half Page</b> 7.5 x 4.875 in. or 3.625 x 10 in.	\$90	\$150
_____ <b>1/4 Page</b> 3.625 x 4.875 in.	\$50	\$90
_____ <b>1/8 Page</b> (business card) 3.625x2.375 in.	\$30	\$70

*10% will be added if ad is submitted after January 15<sup>th</sup> deadline, so please get your ads turned in soon!*

These prices are for print-ready ads, submitted by email. If you don't have a prepared ad, design service is available for \$50/hour. Print-ready ads can be emailed to [smiller@sinksrx.com](mailto:smiller@sinksrx.com) or mailed with the ad on a disc to the address below. Ads should be in PDF or JPG format at 300 ppi. Directory will be printed and also appear online.

**Deadline for ad submission is January 15, 2016. All advertising must be paid before going to print.**

Advertiser's Signature: \_\_\_\_\_

Payment Rec'd: (MQHA Initial)                      Cash \_\_\_\_\_                      Check \_\_\_\_\_

Shelley Miller  
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**314-550-5097**

*We appreciate your participation and support!*