

## PROGRAM ADVERTISING OPPORTUNITIES

Align your organization with one of the most prestigious annual events in equestrian events. As one of the largest indoor Horse Shows in the United States, the Pennsylvania National Horse Show offers advertisers and sponsors excellent exposure to exhibitors, trainers, and owners from around the world, spectators from the Mid-Atlantic region as well as national and international exposure from streaming video webcasts.

*The Pennsylvania National Horse Show Foundation, a 501(c)3 organization, provides grants to therapeutic riding programs and horse rescue groups. The Horse Show features "Foundation Friday," showcasing Therapeutic Riding Championships and Therapy Horse of the Year Award.*

The Official Pennsylvania National Horse Show Program has over 200 pages of vital information about the event and the competitors. With detailed listings of previous winners and current competitors, the Program is a coveted keepsake for exhibitors and spectators.

Your advertisement will be seen by more than 6,000 competitors and their associates competing at PNHS as well as the Central Pennsylvania regional community.

### PNHS AUDIENCE DEMOGRAPHICS:

- 10,000 to 12,000 visitors on-site
- Families and Sports Enthusiasts
- Government and Business Leaders
- Media Celebrities

### PNHS EQUESTRIAN COMPETITOR DEMOGRAPHICS:

- 85% are female between ages of 34-54
- 66% hold college and graduate degrees
- 80% make or directly influence purchasing decisions at work
- 38% have a net worth in excess of \$500,000
- Nearly half have annual income of over \$100,000
- Market value of average home is \$600,000
- The average value of horses owned per household is \$87,000



### PENNSYLVANIA NATIONAL HORSE SHOW INFORMATION:

- 74-year tradition
- 10 days of exciting competition
- 1,400 world-class competitors
- Over \$500,000 in Prize Money
- 8 National Championships
- Economic impact of over \$9 million to Central PA region annually
- Special Attractions and Family Events

*Your support helps us to continue the long standing PNHS traditions associated with this event.*

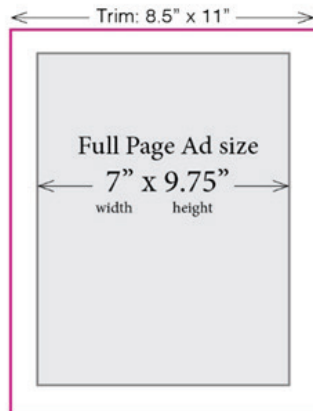
Contact Christa Aufiero • email: [Christa@PAnational.org](mailto:Christa@PAnational.org)

**The 74<sup>th</sup> Annual Pennsylvania National Horse Show-October 10-19, 2019**

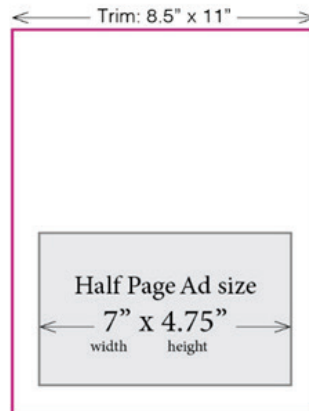
Please complete the information below and return to: Pennsylvania National Horse Show Foundation  
Christa Aufiero, 720 Limekiln Road, New Cumberland PA 17070  
[Christa@PAnational.org](mailto:Christa@PAnational.org) – 717-770-0222

Advertiser's Name	
Contact Person	
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City	
State, ZIP	
Primary Phone	
Mobile Phone	
Email	
Website	
<b>Signature X</b>	
Please Print Name	
Ad Size Selection	

<u>Ad size/Position</u>	<u>Color Cost</u>	<u>B&amp;W Cost</u>
Inside Front Cover	\$1,000.00	n/a
Back Cover	\$1,000.00	n/a
Inside Back Cover	\$ 900.00	\$850.00
Full Page	\$ 850.00	\$750.00
Half Page Horizontal	\$ 500.00	\$430.00



**Full Page**  
B&W - \$750  
Color - \$850



**Half Page**  
B&W - \$430  
Color - \$500

Electronic submission preferred. Preferred format is PDF Press quality with embedded fonts (on subset fonts) and high-resolution photos (300 DPI or Higher). Also accepted IF or JPG (600 DPI or higher) and EPS files (all fonts converted to outline). MAC or PC format.

**DEADLINE-Payment and Artwork must be received *no later than July 15, 2019.***

Please make checks payable to Pennsylvania National Horse Show Foundation