



## 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.

October 14-23  
2021



*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:

- On-Site Visitors
- 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:**

- 75-year tradition
- 10 days of exciting competition
- 1,400 world-class competitors
- Over \$650,000 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.*

**Want more info? Contact Susie Shirk • email: [Susie@PAnational.org](mailto:Susie@PAnational.org) • 717-770-0222**

**PROGRAM AD CONTRACT – 2021**

**Please reserve the following advertising space:**

_____	One full page, full color ad (7" x 9.75")	\$875
_____	Two full page, full color ads (7" x 9.75")	\$1,200 (discounted rate of \$600/page)
_____	Three or more full page, full color ads (7" x 9.75")	\$1,500+ (discounted rate \$500/page)
_____	Full page, black & white ad (7" x 9.75")	\$775
_____	Half page, full color ad (7" x 4.75")	\$575
_____	Full page, full color ad (7" x 4.75")	\$475

Electronic submissions only in PDF, JPEG, TIF or EPS saved at high resolution (300 dpi)

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Business Name	Contact Name
Address	
Phone Number	Email Address
Web Address for Link	

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**Payment**

\_\_\_ Check payable to **PNHS** and mailed to:  
PA National Horse Show Foundation  
PO Box 6815, Harrisburg, PA 17112  
717-770-0222

\_\_\_ Credit Card payment/Information  
Master Card and Visa only

Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

**Advertisement**

___ Full page, full color	\$875
___ Full page, black & white	\$775
___ Half page, full color	\$575
___ Half page, black & white	\$475

**Discount Offers:**

___ Two full page, full color ads	\$1,200
___ Three or more full page, full color ads	\$500/page *
Please specify number of pages here _____	

**DEADLINE – Payment and ad must be received by August 15, 2021**  
**Please complete and return form and ad to [susie@panational.org](mailto:susie@panational.org).**

