

# Pennsylvania National HORSE SHOW

## 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 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.

# Pennsylvania National HORSE SHOW FOUNDATION

*Enriching Lives Through Equestrian Sport*

- 76-year tradition
- 10 days of exciting competition
- Two Competition Rings; 3 Warm up Rings
- Indoor facility: 24 acres under one roof
- 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

## PNHS EQUESTRIAN COMPETITOR DEMOGRAPHICS:

- 92% are female
- 38% are between ages of 25 and 54
- 73.5% hold college and graduate degrees
- 86% make or directly influence purchasing decisions at work
- 37% have an annual household income of over \$150,000 with 6.3% earning more than \$500,000 annually
- 20% own or lease two horses or ponies
- The average value of horses owned per household is \$87,000
- 30.5% of ALL U.S. households contain horse enthusiasts
- The Equine Industry's total contribution to the U.S. economy (direct and indirect effects) is \$122 billion

*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.*

PA NATIONAL HORSE SHOW ~ OCTOBER 13 – 22, 2022  
FARM SHOW COMPLEX • 2300 N. CAMERON ST • HARRISBURG, PA

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

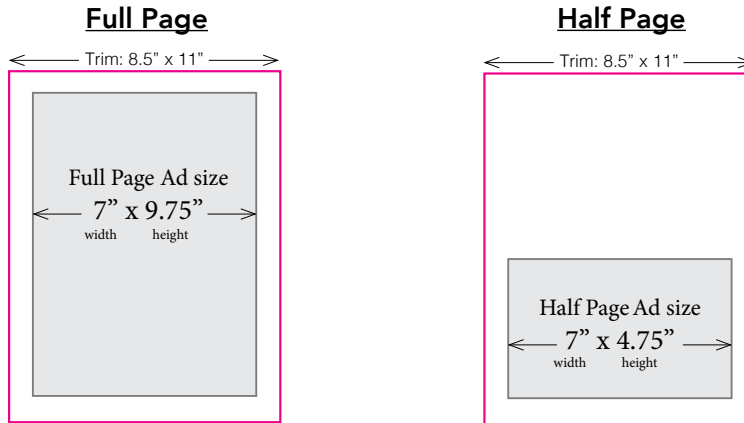
# 2022 PNHS Program Ad Contract

- \_\_\_ One Full page, color ad.....\$875
- \_\_\_ Two full page, color ads.....\$1,200 (discount rate \$600/page)
- \_\_\_ Three or more full page color ads.....\$1,500 (discount rate \$500/page)
- \_\_\_ Half-page, color ad .....\$575

Size specs below. Electronic submissions only. Prefer PDF, but will accept .JPEG, TIF or EPS saved as high resolution (300 dpi) file; **CMYK only** (no Pantone or Spot colors). *Crop Marks are optional.*

Questions on creating or submission of your ad? Contact Shelly Mix at Shelly@PANational.org.

DEADLINE – Art must be received by - Sept. 7, 2022. Return form and ad to Susie@PANational.org.



Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## PAYMENT

\_\_\_ **Check enclosed payable to: PNHS**

**Mail to:** PA National Horse Show Foundation  
P.O. Box 6815, Harrisburg, PA 17112

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

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- Half-page ad..... \$575

Name as it appears on card: \_\_\_\_\_

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Zip code associated with card: \_\_\_\_\_

*DEADLINE: Payment and ad must be received by September 7, 2022.  
Please complete and return form and ad to Susie@PANational.org*