



2021 WASHINGTON INTERNATIONAL HORSE SHOW

The Washington International Horse Show is one of the most historic and exciting equestrian events on the international equestrian calendar.

Advertising in our annual digital publications is a cost-effective way to showcase your products and services to horse enthusiasts fans! For only **\$600**, get a full page color ad in **both** the WIHS Souvenir Program and WIHS Prize List digital publications, with the additional bonus of social media posts and promotion to our 60,000+ followers.

DIGITAL ADVERTISING OPPORTUNITIES

WIHS PRIZE LIST Deadline July 1

Reach riders, trainers and owners planning to compete at Washington. A perfect opportunity for you to market directly to our database of top national and international exhibitors. Available interactively online on wihs.org

WIHS OFFICIAL SOUVENIR PROGRAM Deadline September 1

The ultimate advertising tool providing extended viewing and shelf life and outstanding exposure to showcase your products or services to an affluent and influential market. Available interactively online.

ADDITIONAL ADVERTISING OPPORTUNITIES

Looking to reach local riders, trainers and equine enthusiasts in the DC., Virginia & Maryland equine areas? Advertise in the WIHS Regional Horse Show & USHJA Zone 3 Championship Digital Prize List for only \$100 more, when bundled with both WIHS publications! Also available a la cart starting at \$150.

WIHS REGIONAL HORSE SHOW & USHJA ZONE 3 CHAMPIONSHIP PRIZE LIST ADVERTISING Deadline August 1

Targeted opportunity to reach dedicated trainers and exhibitors throughout the mid-Atlantic region. The WIHS Regional and Zone 3 Championship is a popular annual show held Oct. 20-24 at Morven Park Equestrian Center in Leesburg, Virginia. Available interactively online at wihs.org

WIHS EQUESTRIAN SERVICES DIRECTORY

Advertise in the WIHS Equestrian Services Directory for only \$100!

Directory includes listing on the website through April 30, 2022, social media and in the WIHS Official Souvenir Program. Listing displays information regarding your business, linking to your website as well as contact information! Pricing also includes one social media post to our 60,000+ followers promoting your business.



WIHS ADVERTISING PRICES	
PUBLICATION	PRICE
WIHS Digital Prize List & Souvenir Program	\$600
WIHS Bundle including WIHS Regional Prize List	\$700
WIHS Regional & Zone 3 Championship Prize List - Full Page	\$250
WIHS Regional & Zone 3 Championship Prize List - Full Page	\$150

Additional pricing and options available for specific placing in each publication.
For Example: Inside front cover etc.

ARTWORK SPECS

- Ads must be delivered in high-resolution (300 dpi) PDF. No Word files please.
- COLOR - CMYK only; RGB files must be converted to CMYK
- BLEED - Please add 1/8" bleed to all full-page advertisements.
- Any artwork corrections and strip-ins will be billed to advertiser.
- All ads are subject to WIHS approval prior to publication.
- Placement is not guaranteed unless premium paid and space is available.
- Please submit artwork to evan@wihs.org by deadline to ensure your ad placement.



WIHS DIGITAL SOUVENIR PROGRAM SPECS	
SIZE	TRIM (W x H)
Inside Front Cover	8.5" x 11"
Inside Back Cover	8.5" x 11"
Double Spread	17" x 11"
Full Page*	8.5 x 11"
Full Page (No Bleed)	7" x 10"
Half Page (No Bleed)	7" x 4.75"

*For bleed, add 1/8" bleed on all sides

WIHS PRIZE LIST	
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Inside Front Cover	8.5" x 11"
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FOR MORE INFORMATION AND PRICING, PLEASE CONTACT

EVAN PHINNEY | 202-525-3679 | EVAN@WIHS.ORG

Washington International Horse Show, Oct. 25-31, 2021