

# ADVERTISE TO THOUSANDS IN THE OFFICIAL WESTERN STATES HORSE EXPO PRINTED PROGRAM!

Program will be an essential go-to for all the attendees, and an important reference guide for after the event.

## Featuring

- Maps
- Vendor lists and locations
- Complete schedule
- Inside info on Expo
- Clinician profiles
- Tips for your visit
- and more!

## Official Expo program advertising is affordable and powerful!

- Handed out to every attendee
- Beautiful, full-color, keepsake
- Viewable online on Horseexpo.com all year round

## ADVERTISING RATES

ALL ADS FULL-COLOR

| Size                | Regular  | Exhibitor |
|---------------------|----------|-----------|
| Premium Page (full) | \$ 1,200 | \$ 1,000  |
| Full Page           | \$ 1,000 | \$ 750    |
| Half Page           | \$ 750   | \$ 500    |
| Quarter Page        | \$ 500   | \$ 350    |

## AD SIZES

**FULL PAGE**  
 BLEED SIZE  
 8.75 x 11.25  
 TRIM SIZE  
 8.5 x 11  
 LIVE AREA  
 7.5 x 10

**HALF PAGE HORIZONTAL**  
 7.5 x 4.85

**HALF PAGE VERTICAL**  
 3.6 x 10

**QUARTER PAGE**  
 3.6 x 4.85

**For information on advertising:**

Call (916) 354-2119 x105 or email [letters@horseexpo.com](mailto:letters@horseexpo.com)

**Deadline: April 20, 2025**

Placement pages available