



ADVERTISING GUIDELINES FOR THE 2018 BLACK HILLS WILD HORSE SANCTUARY CALENDAR

CONNECT WITH A NEW AUDIENCE IN THE NEXT BLACK HILLS WILD HORSE SANCTUARY CALENDAR!

Lovers of wild horses now have the unique opportunity to advertise their art, photography, and other equine-related services, products, and events in the 2018 Black Hills Wild Horse Sanctuary calendar. Your advertisement not only promotes your talents and wares but supports wild horses at the same time.

This will be the first time we attempt to partially fund the printing of the calendar through advertising. With more and more horses needing sanctuary every day, anything we can do to help offset the costs for the calendars directly impacts how far donations can be stretched to pay for hay and other necessities to care for the horses that call the Black Hills Wild Horse Sanctuary in Hot Springs, SD home.

Two annual calendars are produced each year with sponsors of individual horses getting the calendar included with their wild horse sponsorship. Upwards of 1,000 Spanish Mustang calendars and 3,000 American Mustang calendars are sold and distributed each year. This particular opportunity is focused just on the Spanish Mustang calendar. If we have enough demand, we can expand the opportunity to include the American Mustang calendar to allow for the same advertising space.

As an added bonus, your ad(s) can be included in the upcoming Fall/Winter newsletter that the sanctuary sends out for no extra charge.

Pricing:

2" wide x 3 ½" tall business card spots (24 available):

- \$200 single business card
 - \$350 double business card/banner (2" wide x 7" tall)
 - \$500 for (3) single business cards*
 - \$900 for (6) single business cards*
 - BEST VALUE! \$1,200 for (12) single business cards – one for each calendar month*
- *(Used on different calendar months – artwork can be the same design or multiple designs)

Full 11" wide x 8 ½" tall or (8) half page spots or (16) quarter page spots for extra pages (4 full pages available at the end of the calendar):

- \$800 full page
- \$500 half page
- \$400 quarter page

Timeframes:

- Reserve your spot(s) by August 1, 2017 and include your draft artwork in RGB with a file size of less than 1MB
 - Be sure to include your name, mailing address, and telephone number
- Advertisers will be notified of final selections by August 7, 2017
- Once notified, send payment with final high res CMYK artwork by August 15, 2017

Artwork Requirements:

The 2018 Spanish Mustang calendar space will be filled on a first come, first serve basis. All artwork must be provided by the advertiser in CMYK .jpg or .tiff format at 300 dpi resolution.

We'll do our best to honor any requests for specific calendar months if you want to advertise something for a particular date/event. The Black Hills Wild Horse Sanctuary will only select relevant advertisements that do not compete in anyway with their mission.

Questions, Artwork Submissions, and Payment Instructions:

Contact Karen Parker at info@rockmultimediasolutions.com with any questions. Artwork should be sent to the same above email address with payment sent directly to:

IRAM/Black Hills Wild Horse Sanctuary
P.O. Box 998
Hot Springs, SD 57747

Or pay through PayPal using the donation link on the website with a note in the comments section specifying the purpose/ad type: <http://www.wildmustangs.com/donate>.

Checks can be made payable to IRAM.

All advertisers will receive one copy of the calendar once it is produced. The goal is to have the calendars printed by late November, 2017 or sooner.

