



Anne M. Eberhardt

**NEW  
Boarding  
Sections!**

## **ATTRACT THE ATTENTION**

**of horse owners interested in finding the perfect boarding facility for their horses in our upcoming special Boarding Sections**

Our new special boarding sections are an ideal, cost-effective way to promote your boarding operation to prospective clients in an eye-catching, impactful, special editorial section of the industry's premier weekly news and information magazine. Respond now and take advantage of our special section discounting.

***Mark your calendar! Call or e-mail now to book your ad.***

| <b>Issue Date:</b> | <b>Reservation Deadline:</b> | <b>Materials Deadline:</b> |
|--------------------|------------------------------|----------------------------|
| October 17, 2009   | Tues., October 6, 2009       | Thurs., October 8, 2009    |
| November 7, 2009   | Tues., October 27, 2009      | Thurs., October 29, 2009   |
| December 12, 2009  | Tues., December 1, 2009      | Thurs., December 3, 2009   |

### ***SPECIAL SECTION DISCOUNTING!***

***Advertise in one issue, save 5%.***

***Advertise in two issues, save 10%.***

***Advertise in all three, save 15%!***

## **ADVERTISER BONUS!**

**You pay only the Black & White rate. FREE second color!**

# <sup>T H E</sup> **Blood-Horse**

## **Special Boarding Section Advertising Opportunity**

- Three Special Advertising Sections Available (Oct. Nov. Dec.) featuring Boarding-Related Editorial
- **SAVE UP TO 15%!**
- **Bonus! Free Second Color**
- Promote Your Boarding Operation to a Targeted Audience of Key Horse Owners
- Take Advantage of the Industry's Largest Circulation
- Ideal for Advertising Boarding Services, Quarantine Facilities, Quality of Care Available, Sales Prep, Lay-ups, and other Equine-Related Products and Services
- Perfect for Promoting Farms and Horse Facilities, Feed, Supplements, Supplies, and Insurance Services



**To reserve your advertising space  
contact your *Blood-Horse* Account Executive:**

**Shirley Dievert**

859.276.6779

sdievert@BloodHorse.com

KY/Southwest/Midwest

Canada/Europe

**Jim Hurst**

859.276.6778

jhurst@BloodHorse.com

KY/West Coast

**Kristi Heasley**

859.276.6782

kheasley@BloodHorse.com

KY/Southeast//Northeast/

Mid-Atlantic

**Terry Leffel**

859.276.6818

tleffel@BloodHorse.com

National Product Ad Sales



Blood-Horse Publications  
3101 Beaumont Centre Circle  
Lexington, KY 40513

BloodHorse.com • BloodHorse.com/MediaKit

Call 1-800-866-2361 or

E-mail [advertise@BloodHorse.com](mailto:advertise@BloodHorse.com)