

/// OFFICIAL PUBLICATION OF THE NATIONAL CUTTING HORSE ASSOCIATION ///

CUTTING HORSE

CHATTER

2018 MEDIA KIT

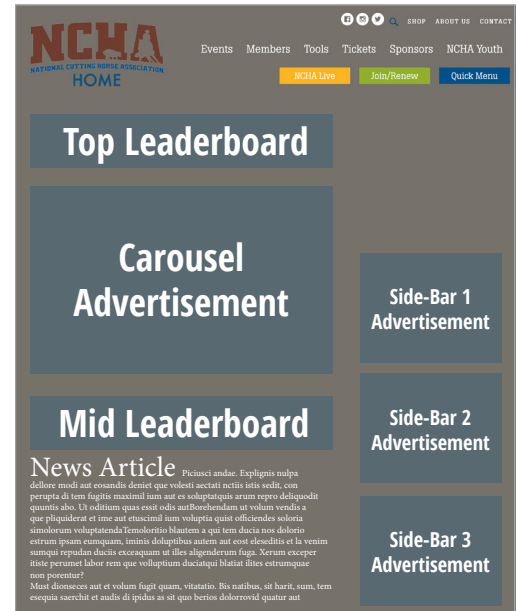
Advertising Rates and Sizes
Digital Media Options
Editorial Calendar



Advertisement Pricing

Digital Platform

# of Months	1	6	12
Leaderboard <i>728 x 90 pixels</i>	\$560	\$504	\$479
Side-Bar Advertisement <i>300 x 250 pixels</i>	\$480	\$432	\$408
Carousel Advertisement <i>728 x 469 pixels</i>	Limited Availability, contact your sales rep for pricing		



Social Media Platform

# of Posts	1	3	6
Personality Profile <i>Interview with NCHA Staff, plus standard post options</i>	\$1,500	\$1,350	\$1,275
Standard Post <i>Picture/logo 200-250 words and company tag included. All content provided by advertiser.</i>	\$1,100	\$990	\$935

Additional social media packages available, please contact your sales rep for pricing.

Print Platform

The Cutting Horse Chatter is distributed to an average of 15,000 members world wide.

# of Months	1	6	12
Full Page 4-color	\$1,210	\$1,170	\$1,120
Full Page B&W	\$880	\$850	\$820
2/3 Page 4- color	\$1,090	\$955	\$915
2/3 Page B&W	\$670	\$645	\$625
1/2 Page 4-color	\$975	\$940	\$900
1/2 Page B&W	\$620	\$595	\$575
1/4 Page 4-color	\$760	\$735	\$705
1/4 Page B&W	\$300	\$290	\$280
Corral Size	\$75	\$70	\$65
Hitching Post	\$55	\$50	\$45



Event Programs	Futurity	Super Stakes	Summer Spectacular	National Events
Full Page 4-color	\$1,680	\$615	\$615	\$615
1/2 Page B&W	\$850	\$305	\$305	\$305

Digital Specifications

Carousel Advertisement

728x469 pixels -72 dpi
(Limited Availability)

Side-Bar Advertisement

300 x 250 pixels
72 dpi

Ad Requirements

All of the graphics need to be save for web.

Resolution: 72 dpi
Files accepted: jpg. or png.

Leaderboard

728x90 pixels -72 dpi

Print Dimensions

Maximum ink coverage is 290 to 300%. All bleeds must be 1/8" (.125") larger than the trim on each edge. An open rate of \$60/hour will be charged for all graphic layout and design work in creating new ads or updating existing ads. This rate will also apply to converting non-PDF/1Xa to industry standard specifications.

Double Truck

17" x 11.125" Bleed
16.75" x 10.875 Trim
7.25" (Left & Right) x 10" Live Area

Full Page

8.625" x 11.125" Bleed
8.375" x 10.875 Trim
7.25" x 10" Live Area

2/3 Page

4.75" x 10"

Half Page Horizontal

7.25" x 4.875"

Half Page Vertical

3.5" x 10"

1/3 Page Vertical

2.25" x 10"

Corral

2.44" x 2.5"

Hitching Post

2.44" x 1.25"

1/4 Page

3.5"x4.875"

1/6 Page

4.88" x 2.5"

Editorial Calendar

January

Issue Topic: Futurity and World Finals coverage

Booking Deadline: **11/24/17**

Ad Materials Due: **12/1/17**

February

Issue Topic: NCHA World Champions, Horse of the Year

Booking Deadline: **12/25/18**

Ad Materials Due: **1/1/18**

March

Issue Topic: Announcement of Hall of Fame inductees

Booking Deadline: **1/25/18**

Ad Materials Due: **2/1/18**

April

Issue Topic: Announcement of Vice- President candidates

Booking Deadline: **2/25/18**

Ad Materials Due: **3/1/18**

May

Issue Topic: Eastern Nationals coverage

Booking Deadline: **3/24/18**

Ad Materials Due: **4/2/18**

June

Issue Topic: Super Stakes/ Super Stakes Classic coverage

Booking Deadline: **4/25/18**

Ad Materials Due: **5/1/18**

July

Issue Topic: Coverage of spring futurities

Booking Deadline: **5/25/18**

Ad Materials Due: **6/1/18**

August

Issue Topic: Denver National coverage

Booking Deadline: **6/25/18**

Ad Materials Due: **7/2/18**

September

Issue Topic: Summer Cutting Spectacular coverage

Booking Deadline: **7/24/18**

Ad Materials Due: **8/1/18**

October

Issue Topic: Youth edition and scholarship coverage

Booking Deadline: **8/25/18**

Ad Materials Due: **9/3/18**

November

Issue Topic: Mercuria world series coverage and yearbook

Booking Deadline: **9/25/18**

Ad Materials Due: **10/1/18**

December

Issue Topic: World Finals and Futurity program

Booking Deadline: **10/9/18**

Ad Materials Due: **10/15/18**

Event Programs

Eastern Nationals

Booking Deadline: **1/31/18**

Ad Materials Due: **2/5/18**

Super Stakes

Booking Deadline: **2/22/18**

Ad Materials Due: **2/28/18**

Denver Nationals

Booking Deadline: **5/14/18**

Ad Materials Due: **5/20/18**

Summer Cutting Spectacular

Booking Deadline: **5/31/18**

Ad Materials Due: **6/5/18**

World Championship & Futurity

Please note that this program is bound together with the December issue and will go out to all of the members. It is also be distributed during the event.

Booking Deadline: **10/9/18**

Ad Materials Due: **10/15/18**

Contact

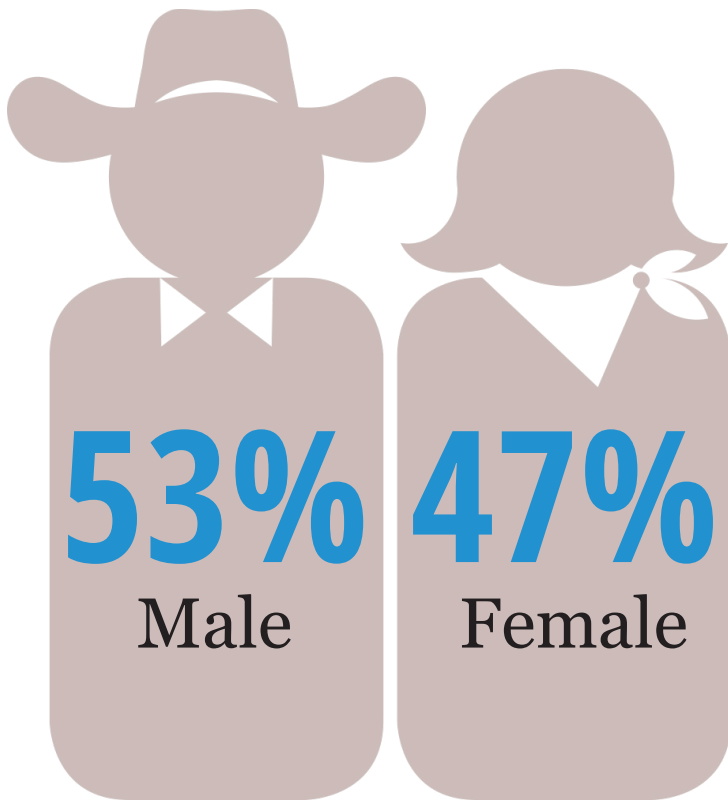
Casceil McRae

Graphic Artist/ Advertising Agent

cmrae@nchacutting.com

(817) 244- 6188 ext.151

Competitor Demographics



Source of Income

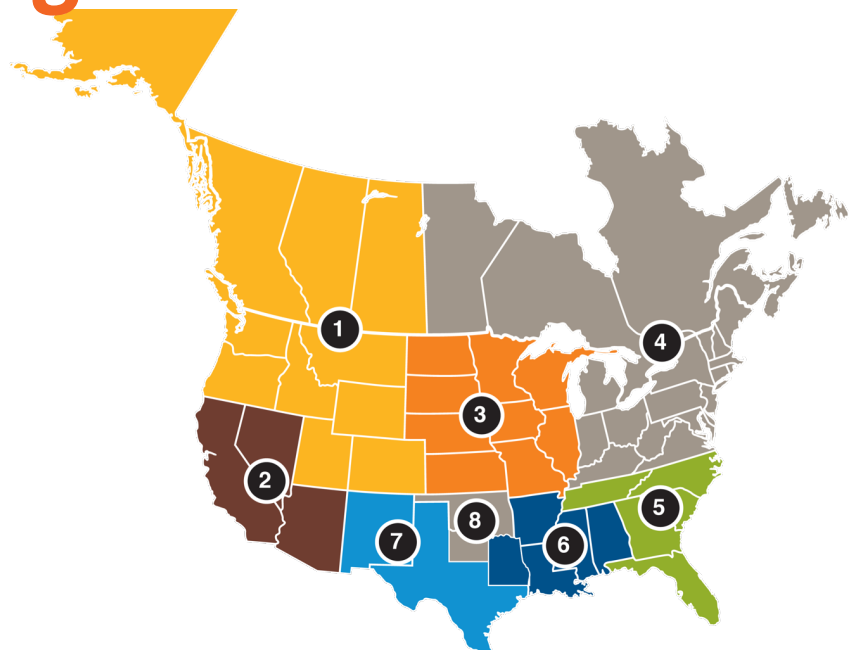
Agriculture	20%
General Business	8%
Professional Practice	7%
Contracting/ Construction	7%
Health Care	7%
Oil and Gas	6%
Finance/Banking/Investments	6%
Real Estate and Development	4%
Manufacturing	4%
Law	3%
Other	28%

Size of Household

One	14%	Four	11%
Two	56%	Five or more	4%
Three	15%		

Member and Affiliates by Region

Region 1	15 affiliates
Region 2	9 affiliates
Region 3	13 affiliates
Region 4	18 affiliates
Region 5	11 affiliates
Region 6	11 affiliates
Region 7	12 affiliates
Region 8	5 affiliates



2018 Event Calendar

Date:	Event:	Location:
January 17-18	WSOC – Augusta Futurity	Augusta, GA
February 16-17	WSOC – The Mane Event V	Las Vegas, NV
	WSOC – Houston Livestock Show	Houston, TX
March 5-17	Eastern Nationals	Jackson, MS
March 31- April 22	Super Stakes	Fort Worth, TX
May 4-12	Scottsdale Showdown	Scottsdale, AZ
June 1-3	NCHA Convention	Grapevine, TX
June 15-16	WSOC – Pacific Coast Cutting Horse Association	Las Vegas, NV
June 24-30	Western Nationals	Denver, CO
July 5-6	WSOC – Calgary Stampede	Calgary, AB Canada
July 16- August 5	Summer Cutting Spectacular	Fort Worth, TX
August 16-19	WSOC – West Texas Futurity	Amarillo, TX
August 31- September 1	WSOC – Idaho Futurity	Nampa, ID
September 13-14	WSOC – El Rancho Futurity	Rancho Murrieta, CA
October 6-7	WSOC – Quarter Horse Congress	Columbus, OH
November 25- December 2	NCHA World Finals	Fort Worth, TX
November 15- December 9	Futurity	Fort Worth, TX

Social Media

NCHA social media reach continues to grow. Our sport is being consumed in varying ways and the social media platform provides a way for our national and international fan base to follow our progress. Social media advertising opportunities include:



104k + Likes



3.5k + Subscribers



4k + Followers



3.1K + Followers



*Get a Grip,
Let Loose
& Hang On*

NCHA
NATIONAL CUTTING HORSE ASSOCIATION

WWW.NCHACUTTING.COM

260 Bailey Ave., Fort Worth, TX 76107
817.244.6188