



Join us at EQUITANA Nov 2010!



Cant afford a stand?

Promote your products on our "Horse Business" stand for as little as \$15

Be quick - limited space!

Get maximum exposure and value for \$\$ by combining options of advertising in the Horse SA Annual Magazine and displaying at our stand.

MAGAZINE :

- ✓ Full colour, glossy, 20,000 copies distributed free
- ✓ On our website – averages 4000 hits per day!
- ✓ Released at the 2010 Adelaide Royal Show
- ✓ Horse SA membership includes TB Racing, Harness Racing, Riding for Disabled, Equestrian SA, Pony Club SA, Clubs, businesses & individuals.

Last year advertising space SOLD OUT!

Contact Helen P: 8270 2232 M: 04114 881 606 E: hw@senet.com.au or use the online shop at www.horsesa.asn.au to book your space.

Over 50,000 people passed through Equitana over 4 days

Help us grow the horse industry – it's good for your business too!

Magazine Advert	Non Member/ Member Rate	Combine with Your Business Cards on display at Equitana	Combine with Your Brochures (A4 size flyer) at Equitana	Combine with Your Product on Display at Equitana	RATES FOR EQUITANA DISPLAY ONLY
Double page middle spread	\$3400 / \$3060	Free with Advert	Free with Advert	Free with Advert (120 cm ²)	
Back cover/Inside Front/Inside Back	\$1765/ \$1588.50	Free with Advert	Free with Advert	Free with Advert (60 cm ²)	Brochures \$50 members \$55 non members
Full Page	\$1480/ \$1332	Free with Advert	Free with Advert	Free with Advert (60 cm ²)	
Half Page	\$780 / \$702	Free with Advert			Product display (60 cm ²) \$220 flat rate
Quarter Page	\$443 / \$398.70				
Eighth Page	\$220 / \$198				
Listing	\$86.50 / \$78				

MORE WAYS TO PROMOTE YOUR PRODUCTS!

- ✓ **Business membership** (\$50) - cost effective - voucher on website, listing in newsletter
- ✓ **Sponsorship** (starts at \$770) - live link & logo on website (4000+ hits per day) & weekly Enewsletters (1500+ /wk)
- ✓ **Advertising in newsletter** - Rates per issue: Business Card \$35/ ¼ page \$90/ ½ page \$140/ page \$280 Inc GST

◆ HORSE SA ◆ Working for you and your horse ◆

◆ Advocacy ◆ Strategic Planning ◆ Projects ◆ Research Trust Fund

PO Box 20 Wayville SA 5034 PH: 8410 0423

www.horsesa.asn.au www.horseslandwater.com www.kidmantrail.org.au www.horselog.net