



Advertise in **THE VANNER**, 2020

Going into its 8th year of publication, the **Gypsy Vanner Horse Society** is pleased to offer its members and breed enthusiasts an official annual yearbook for the Gypsy Vanner Horse and the Society. The publication is **The Vanner** and the 2020 edition will be ready for distribution in summer 2020. This high quality, full color publication will be showcased in the homes of readers throughout the year!



Readers of this annual yearbook are provided with informative articles about the Gypsy Vanner Horse breed and the GVHS Registry, full color photos celebrating 2019 award winners, profiles highlighting member farms and their activities with their Gypsy Vanner horses, training and grooming tips, health & welfare guidance, and more! Additionally, each magazine contains a stunning, pull out, two-sided poster!

Do not miss the opportunity to advertise your farm or breeding program in this annual publication with distribution to all GVHS members and at major events throughout North America and internationally, reaching an audience of over 15,000 equine enthusiasts.

AD DUE DATE: *GVHS Design Assistance:* All photos/graphics must be submitted by **May 1, 2020**
Print Ready Artwork: **June 15, 2020**

ALL ADS ARE FULL COLOR. Artwork must be submitted at specified dimensions at 300 dpi, CMYK for best color reproduction.

Payment Methods: Mail a check: Gypsy Vanner Horse Society, P.O. Box 219, MORRISTON, FL 25668
 GVHS Store (Advertising): <http://vanners.org/gvhs-store/> OR PayPal to: gvhs@vanners.org

SIZE	Rate ¹	Dimensions/Description
POSTER ³	\$1350	15" x 20" (trim) (add 1/8" bleed)
FULL PAGE ³ inside covers	\$795	8-1/4" x 10-3/4" (trim) (add 1/8" bleed)
FULL PAGE ³	\$650	
HALF PAGE	\$350	Vertical: 3-1/2" x 9-7/8" Horizontal: 7-3/8" x 4-3/4"
QUARTER PAGE	\$190	3-1/2" x 4-3/4"
BUSINESS CARD	\$100	3-1/2" x 2"
Breeder's Directory ²	\$50	Text Listing incl. Name, Farm Name, Address, Telephone, Email, website/social media address and referral to AD page # if applicable
Stallion Directory	\$125	IMAGE: 2-3/4" x 2-1/4", plus relevant stallion information (Please complete Stallion Information Form when booking a listing).

1. These rates include graphic design services to create your ad, if needed.
2. A listing in the **Breeder's Directory** includes a \$50 discount for any size ad in *The Vanner*
3. Includes one (1) complimentary **Stallion Directory** listing.

Submission Guidelines:

All advertisements must honor and respect the **Gypsy Vanner Horse Society** and the **Gypsy Vanner Horse**. Within the publication GVHS registered horses will be referred to as Gypsy Vanner Horse, Gypsy Vanner, Vanner Horse, or simply Vanners. Where the farm name or logo refers generically to Gypsies, Gypsy Horses or Gypsy Cobs, we ask that advertisements also include prominent reference to the farm's support of the GVHS and/or dedication to the Gypsy Vanner Horse breed. Horses named/featured in advertisements must be GVHS Registered. Advertisements must not contain information regarding other *gypsy horse* Associations/Registries. The GVHS reserves the right to reject or to edit submissions to support these guidelines.