



# Advertise in **THE VANNER 2023**

Going into its *second decade 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 2023 edition will be ready for distribution early summer 2023. This high quality, full color publication will be showcased in the homes of readers throughout the year!

This year's theme is **The Gypsy Vanner: Family, Fun and Friendship**. Where there is a Gypsy Vanner horse involved, you can be sure that family, friends, and Vanners, are all having FUN! In this edition we will feature stories of how Gypsy Vanner horses bring people together for special moments with family and cementing friendships, both old and new.

Readers of this annual yearbook are provided with informative articles about the Gypsy Vanner Horse breed and the GVHS Registry, full color photos celebrating 2022 award winners, profiles highlighting member farms and their activities with their Gypsy Vanner horses, training and grooming tips, health & welfare guidance, and much more!

Again this year, the GVHS will be offering a 16-page pull-out **Kids Edition** booklet and the opportunity for a limited number of advertisers to purchase enhanced fold out ads.

**There are limitations on available advertising space and a waiting list will be made and honored in order of expressed interest. Do not be disappointed. Book today.** Ad space is reserved with a 50% deposit with balance due no later than the submission deadline. 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.

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**ALL ADS ARE FULL COLOR.** Artwork must be submitted at specified dimensions at 300 dpi, CMYK for best color reproduction. ***It is the responsibility of the advertiser to ensure appropriate license is in place for all photos and graphics utilized in the advertisement.*** Ads containing "Web Only" or "Proof" watermarks from photographers will be rejected and it is the responsibility of the advertiser to arrange replacement with authorized content by the submission deadline.

### Content 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. All 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.

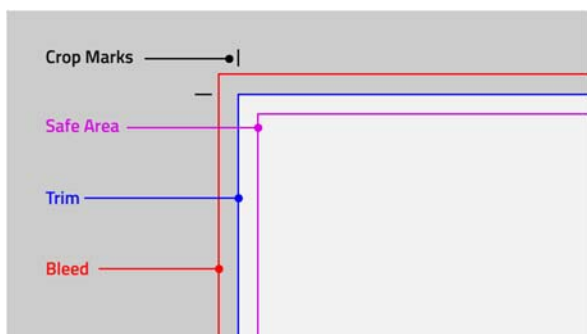
### **DEADLINES FOR SUBMISSION:**

- **GVHS Design Assistance:** All content must be submitted no later than **April 1, 2023**
- **Print Ready Artwork:** **April 30, 2023**

**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](mailto:gvhs@vanners.org)

SIZE <sup>1</sup>	Rate <sup>2</sup>	Dimensions/Description
4-Page FOLD OUT <sup>4.5</sup>	\$1,850	15-3/4" x 10-3/4"
FULL PAGE <sup>4.5</sup> inside covers	\$840	8-1/4" x 10-3/4" (trim)
FULL PAGE <sup>4.5</sup>	\$700	
2-PAGE SPREAD <sup>4.5</sup>	\$1300	2x 8-1/4" x 10-3/4" (trim)
HALF PAGE	\$375	Vertical: 3-1/2" x 9-7/8" Horizontal: 7-3/8" x 4-3/4"
QUARTER PAGE	\$200	3-1/2" x 4-3/4"
BUSINESS CARD	\$100	3-1/2" x 2"
Breeder's Directory <sup>3</sup>	\$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: 2-7/8" x 2-1/4", <b>plus</b> relevant stallion information (Please complete <b>Stallion Information Form</b> when booking a listing).

1. The GVHS reserves the right to limit the total ad space sold to individual advertisers.
2. These rates include **graphic design services** to create your ad, if needed. Note for those choosing to utilize this service: These ads will be basic layouts, utilizing simple graphics along with text and photos provided, with no extensive photo editing or detailed backgrounds applied. Should you wish this type of service for your advertisement, the GVHS can refer you to a selection of graphic designers.
3. A listing in the *Breeder's Directory* includes a \$50 discount for any size ad in *The Vanner*
4. Each **full page ad** includes one (1) complimentary *Stallion Directory* listing (foldout includes four (4)).
5. **Bleed, trim and safe dimensions for FULL PAGE AD Design:** Except for front inside cover and 2-page spreads, all full-page ads are placed on the right hand side of the magazine. When designing your ads, please consider the following:



**Trim size** (in table above) represents the final dimensions of your ad.

However, **artwork and photographs must extend beyond the trim size (see "bleed" below)** to avoid narrow slivers of white at the edge of your ad once it is cut to size.

**Bleed** (1/8" all outside edges) is the portion of your design that extends past the trim size. Bleed is cut off when the publication is trimmed to the final size. Its purpose is to make sure your design

or image reaches the very edge of the page without leaving any unsightly white edges.

**Safe margin** is a margin inside the trim (3/8" from outside edges/ 1/2-5/8" from gutter). The resultant safe page area is a smaller dimension than your final ad size and this is where you should place your most important information and graphics of your design. The safe area also accounts for the gutter of the publication and how easy it will be to see content in the center of a magazine spread.