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**Certified Horsemanship Association Offers Businesses a Way to Reach  
Equine Professionals Through Advertising in  
*The Instructor* Magazine; Discounts Available to CHA Members**

(January 2018) – The Certified Horsemanship Association (CHA) is announcing a great opportunity for businesses, CHA Individual and Program Members, and anyone with a product or service to sell to the equine industry. CHA’s *The Instructor* magazine is published every Spring, and your ad needs to be in it. Readership of *The Instructor* includes riding instructors, equine facility managers and staff, camps, trail guides, therapeutic riding facilities, and other equine professionals. **Now is the time to book your advertising space in CHA’s official publication.**

“It is THE best way for advertisers to reach the CHA membership and beyond,” said Sarah Evers Conrad, CHA’s Advertising Sales Representative. “And what’s most important to remember is that our readers are often the decision makers and shoppers when it comes to purchases for equestrian riding programs in the United States and Canada. In addition, they often make recommendations to their students and clients regarding products and services within the horse industry. So this is the best opportunity offered by CHA to ensure your products and services are being represented, talked about, and purchased by this unique segment of the horse industry.”

*The Instructor* is a four-color annual publication, which includes CHA news and updates, informative and engaging features that are always relevant, and the CHA Annual Report. There will be 4,500+ issues distributed to all CHA members and available at the CHA International Conference and other trade shows and events attended by CHA representatives. Ad spaces range from 1/6<sup>th</sup>-page ads to full-page ads, with premium placement for full-page ads available on the back cover, the inside front cover, and the inside back cover.

If you are a CHA member, one of the perks of membership is a discount on ad space within the magazine (except for premium placement ads on the back cover, inside front cover, and inside back cover). Members also receive a discount for ads in the conference program and the monthly e-newsletter.

In addition, there is a discount to anyone wishing to advertise in *both* the magazine and the 2018 CHA International Conference Program, which will be published for the 2018 CHA International Conference, which will be held in September 2018 at Colorado State University in Fort Collins, CO. The conference program is printed in black and white each year and given to attendees at the conference. *Those who advertise in both the program and the magazine will receive 20% off on a conference program ad of any size.*

**Book your ad space in *The Instructor* magazine by mid-February 2018!** Ad materials are due by the end of February.

In addition, advertising opportunities are also currently available for the CHA Radio Show, which airs monthly on “Horses in the Morning”; in the CHA e-newsletter; and in horsemanship safety videos produced by CHA for YouTube and for use by the equine industry.

For more information, the CHA Media Kit can be found online at [www.CHAINstructors.com/advertise](http://www.CHAINstructors.com/advertise).

To book your ad space, or for questions, please contact Sarah Evers Conrad at [SarahConrad@CHAINstructors.com](mailto:SarahConrad@CHAINstructors.com).

*CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, Certified Horsemanship Association, please visit [www.CHA-ahse.org](http://www.CHA-ahse.org) or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit [www.CHAINstructors.com](http://www.CHAINstructors.com).*

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