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Certified Horsemanship Association Offers a Variety of Ways for Companies to Advertise to CHA Equine Professional Members

(March 2016) – The Certified Horsemanship Association offers a variety of ways for companies to advertise to the CHA audience. These methods include CHA’s official magazine, *The Instructor*; the official program for the CHA International Conference; the CHA radio show segment on the Horse Radio Network’s “Horses in the Morning” podcast; CHA’s two websites; CHA YouTube Videos; and CHA’s monthly e-newsletter. Through these methods, advertisers can reach an audience of riding instructors, equine facility managers, camp program directors and staff, instructors of riders with disabilities, trail and wilderness guides, college and universities with equine programs, driving coaches, and vaulting coaches.

CHA has certified over 25,000 equine professionals since 1967. Currently, CHA has more than 3,500 instructors and equine facilities located in the United States and Canada that are active. Each of these individuals and/or equine facilities has between two and 250 horses on site. The target audience above includes these equine facility owners and staff who are the decision makers and shoppers when it comes to purchases for their programs. Advertisers will want to make sure it’s their products and services that are talked about, purchased, and showcased by CHA instructors, programs, and facilities.

***The Instructor* magazine** is a four-color annual publication, which includes CHA news and updates, informative and engaging features, and the CHA Annual Report. Over 4,500 issues are distributed to all CHA members, CHA individual and equine facilities program members at our International and Regional Conferences, and at all trade shows and events that CHA attends. For those wishing to advertise in *The Instructor* magazine or in the conference program, ad sizes begin with a one-sixth page ad on up to a full-page ad. CHA Members who wish to advertise receive a Members Discount. If needed, ad design is available for a nominal fee.

CHA’s latest advertising opportunity is with the **Certified Horsemanship Association Radio Show**, which airs live every third Tuesday of the month at 9 a.m. Eastern Time on “Horses in the Morning” through the Horse Radio Network’s website, app, or on various podcast apps available on your phone. A recording is available of every episode. Advertisers

get a 10-minute interview and then get to keep a recording of the show for their own usage. CHA's radio show typically receives 18,000-25,000 unique downloads on each recorded show. For Radio Show advertising, contact us at office@CHA-ahse.org to find out more.

For those who prefer digital advertising, **banner ad space is available for the two websites.** CHA's main website, www.CHA-ahse.org, is for equine professionals, including riding instructors, barn managers, and facility owners. CHA's second website, www.CHAINstructors.com, is the leading resource for parents and individuals looking for certified riding instructors, riding stables and camps. In addition to website banners, text advertising is available in the CHA Eblast Marketplace. **The e-newsletter** is sent monthly to almost 10,000 subscribers, which includes CHA members and industry professionals.

CHA also produces **YouTube instructional videos** which can feature an advertiser's products. CHA's YouTube channel, www.YouTube.com/CHAINstructor has 70 videos on a variety of subjects, such as deworming, helmet safety, blanketing, how to perform a safety check, how to adjust tack, and more. CHA's videos are professionally recorded every year during the CHA International Conference. Video ads include video production, talent, promotion, a recording on the video, featuring the product prominently within the video, and hosting on the CHA YouTube channel.

For more information on advertising with the largest equine certifying organization in North America, please visit www.CHAINstructors.com/advertise or contact Rebecca Colnar at rcolnar@CHAINstructors.com or Sarah Conrad at 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, the Certified Horsemanship Association, please visit www.CHA-ahse.org or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit CHAINstructors.com.*

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