



**FOR IMMEDIATE RELEASE**  
**For More Information and Photos**  
**Contact: Christy Landwehr**  
**720-857-9550 or [clandwehr@CHA-ahse.org](mailto:clandwehr@CHA-ahse.org)**

## **Introductory Advertising Rates Now Available to Advertisers in CHA Magazine and Extra Discounts to Those Who Advertise in the Magazine and Conference Program; Deadline Extended for Program Ads**

(August 2016) – The Certified Horsemanship Association (CHA) is announcing a special ***Introductory Rate*** for advertising in the next issue of *The Instructor* magazine until September 15, 2016, as well as a discount to those wishing to advertise in ***both*** the magazine and the 2016 CHA International Conference Program. ***Those who advertise in both the program and the magazine will receive 25% off on the conference program ad of any size.*** Companies with equine products and services should take advantage of these discounts before advertising closes for the conference program ***on September 15, 2016***. In addition, CHA members **always** receive a discount when advertising in the magazine, conference program, or the monthly e-newsletter as a membership perk.

If you would like to reach an audience of horseback riding instructors and equine facility managers and owners located in the United States and Canada, then advertising with CHA could be very beneficial for you or your company. CHA's audience includes the decision makers and shoppers who are spending money on products and services for their equine programs and recommended them to their clients. Make sure it's your products and services that everyone is talking about, showcasing at their barns, and sharing on their social media.

With CHA's 50<sup>th</sup> Anniversary, now is the best time to advertise in the full-color *The Instructor* as all CHA members receive their issue in the mail next spring. These special introductory rates range from \$125 for a Sixth Page ad (\$95 for CHA members) up to \$575 for a Full Page ad (\$475 for CHA members), except for the inside front cover, inside back cover, and the back cover, which are priced separately. Additional ad sizes include a Quarter Page at \$250 (\$175 for CHA members) and a Half Page spot at \$390 (\$290 for CHA members).

Conference program advertising rates are the same as for the magazine, but the deadline for the Conference Program is September 15, 2016, for all materials. All advertising in the conference program is in black and white and in full color in *The Instructor* magazine.

For more information on advertising in either the magazine or conference program, visit [www.CHAINstructors.com/advertise](http://www.CHAINstructors.com/advertise) or contact Sarah Evers Conrad at [SarahConrad@CHAINstructors.com](mailto:SarahConrad@CHAINstructors.com). In addition, advertising opportunities are available for the CHA Radio Show on “Horses in the Morning,” in the CHA e-newsletter, in CHA YouTube videos, and on the website. Information on those opportunities are also at the link above.

*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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