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**Certified Horsemanship Association Offers Businesses a Way to Reach Riding Instructors and Barn Managers Through Advertising in *The Instructor* Magazine; Discounts Available to CHA Members**

(December 2016) – The Certified Horsemanship Association (CHA) is announcing the availability of advertising space in the next issue of *The Instructor* magazine, which will be published in Spring 2017. If you have a product or service that you want to advertise to riding instructors, equine facility managers and staff, camps, trail guides, therapeutic riding facilities, and other equine professionals, then book your advertising space in CHA’s official publication. The target audience of CHA’s *The Instructor* magazine includes equine facility owners and staff who are the decision makers and shoppers when it comes to purchases for their programs. Make sure it’s your products and services being talked about and purchased to over 100,000 students that CHA professionals teach. Book your ad space by the deadline of January 31, 2017.

*The Instructor* is the official publication of CHA. It is a four-color annual publication, which includes CHA news and updates, informative and engaging features, 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 that CHA attends.

If you are a CHA member, one of the perks of membership is a discount on ad space within the magazine. 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 2017 CHA International Conference Program, which will be published for the 2017 CHA International Conference in October 2017. 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 the conference program ad of any size.***

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. For more information, visit [www.CHAinstructors.com/advertise](http://www.CHAinstructors.com/advertise). The CHA Media Kit can be found at [https://cha-ahse.netlouissecure.com/product\\_images/uploaded\\_files/media\\_kit\\_2016.pdf](https://cha-ahse.netlouissecure.com/product_images/uploaded_files/media_kit_2016.pdf). To book your ad space,

please contact Sarah Evers Conrad at [SarahConrad@CHAinstructors.com](mailto:SarahConrad@CHAinstructors.com) or Rebecca Colnar at [RColnar@CHAinstructors.com](mailto:RColnar@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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