

TOP 10 REASONS

to Advertise your World Show Top 10 Winner in the September *Paint Horse Journal's* World Show Results Issue

10. Only the best make it to the Top 10
9. You've been waiting for this moment your entire life
8. You want your 15 minutes of fame to last an entire month
7. There's no business like show business
6. The price is right
5. It's easy, simple, and effective
4. You've earned the right to brag a little
3. Your horse really wants you to
2. You deserve a pat on the back
1. Because winning matters!



**YOUR FULL-PAGE
AD IS ONLY \$750!**

Includes Production Charges and One Color Scan.
To advertise, call (817) 834-2742, extension 774.

MAKE A LASTING IMPRESSION OF YOUR SUCCESS IN THE 2000 WORLD SHOW TOP 10 WINNERS ADVERTISING SECTION.

Deadline for space reservation and materials is July 20th.

Call your regional advertising representative for details.

Eastern Region
(817) 222-6429

Central Region
(817) 222-6430

Western Region
(817) 222-6432

Or, during the World Show, visit your representative at the *Journal* booth.

Restrictions: Only World Show competitors placing in the Top 10 may advertise in this section. One horse per ad. The Top 10 ads are templated in a uniform format, which limits layout flexibility. Non-template ads will not be placed in this section.

Horse's Name: _____

Do you want to list this horse for sale? no yes Price (optional): _____

Year, Color, and Pattern: _____

Sire: _____ Dam: _____

Class Winnings: (List your horse's Championship titles and Top 10 placings at the 2000 World Show.)

Other Information: (Up to 30 words. If copy exceeds 30 words, it will be edited at our discretion. No abbreviations, please.) Suggestions on what to put in this space: recognition of trainers, special thanks, stallion breeding information, horse's performance record (if your horse is for sale). Please note, an extensive class winnings list with excessive "other information" may result in a much smaller photo.

Photos and Logos: Please include your quality photograph (use of World Show win pictures is encouraged), or arrange to have your photo shipped directly from the World Show photographer to the *Journal*. Each photo should have your horse's name and your APHA ID number on the back. Additional photos are \$50 each. Enclose a clean logo if you wish to have it appear in the ad. Logo will appear in one color only.

Ranch Name: _____

Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Numbers: _____

Web Site: _____ E-mail: _____

Payment Information:

APHA ID Number: _____

I am a contract advertiser, please bill me Check enclosed Charge to my VISA MasterCard

Card Number: _____

Name As It Appears on Card: _____

Signature: _____

Please fax to (817) 222-8466 or send to our delivery address: 2800 Meacham Boulevard, Fort Worth, Texas 76137