

THUNDERBIRD SHOW PARK

2011
MEDIA KIT





The Thunderbird Show Park Premium is our official horse show magazine. This annual publication is a souvenir for those who visit the Park as well as a vehicle to promote our industry and sport alongside local businesses and attractions.

The magazine features a combination of articles and editorial content while showcasing our sponsors and partners.

DISTRIBUTION

In 2011, two thousand copies of the Premium will be published. These magazines will be distributed through the following methods:

- Given out to all exhibitors and trainers at Thunderbird Shows
- Mailed out to all sponsors
- Mailed out to West Coast League World Cup riders
- Included in all judge's and official's welcome packages
- Distributed to spectators during large events
- Selectively distributed at HITS Thermal and at WEF in Wellington, Florida
- Available at selected shops throughout the lower mainland as well as at the Sandman Hotel



2010 Premium back cover



2010 Premium front cover



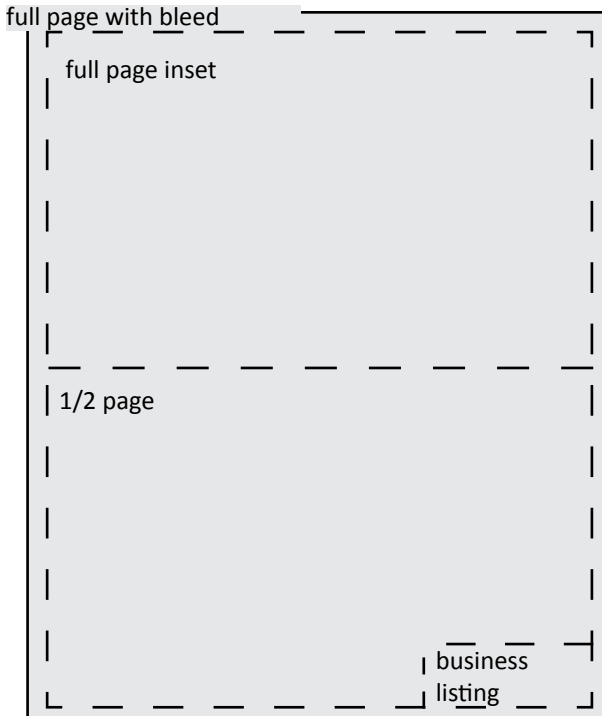
ADVERTISING RATES

Full Page \$1000
Half Page \$500
Business Listing \$100

*All ads are full color CMYK
**Prices do not include HST
***Prices include ad layout with up to 2 edits



ADVERTISING SIZES





DATES & DEADLINES

Insertion Orders: January 15, 2011
Payment: January 31, 2011
Materials: February 15, 2011
Available: April 21, 2011

SUBMISSION

Submit your own ad or have our designers put one together for you. Ad design with 1 edit is including in the advertising price.

Please submit high resolution PDF files (minimum DPI 300) or AI files in working CMYK.

PAYMENT

Advertisers will be billed upon insertion order. All orders are due and payable by no later than January 31, 2011. We accept Visa, Mastercard, cash or cheque.

