



**Advertising Specifications for Chagrin Hunter Jumper Classic Prize List  
July 5 – 15, 2018  
Cleveland Metroparks Polo Field**

The Chagrin Valley PHA Horse Show is green. The 2018 CHJC prize list will be designed as an electronic document this year.

**Return on Investment:**

- Exhibitors and spectators in 2017 contributed \$3 million to the economy in 11 days. Get your piece of the action.
- You reach a high net-worth audience. Median income is \$185,000; 38% have net worth of more than \$500,000
- 85% of equestrian participants are women
- 80% of total participants are decision makers in the workplace
- 40% own a farm; 66% of those farms are larger than 10 acres
- Individual participants own an average of three vehicles
- Individual participants own an average of four horses

Digital Distribution: 7,000 equestrian trainers and horse owners

Website: The prize list is uploaded to the CHJC website and remains there for 12 months.

**Deadlines**

Closing Date: April 30, 2018

Materials Due: April 15

Digital Publication Date\*: \*Ongoing

Insertion Rates:

Full page: 8.5" x 11" B&W: \$ 350 Color: \$ 500

½ page: 4.25" x 5.5" B&W: \$ 175 Color: \$ 250

**Production Guidelines:**

Advertisers must supply electronic digital files of advertisement materials or a charge will apply.

**DIGITAL REQUIREMENTS**

Files to be emailed to: [skoepke@mchalekoepke.com](mailto:skoepke@mchalekoepke.com)

- PDF file preferred (PDF/X-1a:2001) or set to press quality: Compression settings to none & embed all fonts.

To reserve space or submit materials, contact: Sally Koepke 440-542-0080 ext. 229 or via email: [skoepke@mchalekoepke.com](mailto:skoepke@mchalekoepke.com)