

AMHA WEEKLY NEWS BRIEF

REACH

9,100

MORGAN HORSE ENTHUSIASTS

EVERY WEEK

MEDIA KIT



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A **DRAGONSMEADE**
MORGAN HORSE SALES AND BREEDING

B **Weekly News Brief**
A weekly news and information resource from the American Morgan Horse Association

C **Coat Color Testing is Available**
Do you have a registered Morgan with an unusual coat color? Want to know what coat color your Morgan is capable of passing on to an offspring? Consider having your Morgan coat color tested. [More](#)

C1 **AMHA News**
AMHA Moves to New Location
AMHA News Desk | Share | Facebook | Twitter | LinkedIn | Google+
The AMHA office and its employees has moved from its former location of 122 Bostwick Road and now are settled in its new location and open for business! Now situated at 4096 Shelburne Road, Suite 5 in Shelburne, Vermont 05482, the new office is complete with a new phone system. [MORE](#)

E **Update on Grand National Youth Activities**
AMHA News Desk | Share | Facebook | Twitter | LinkedIn | Google+
As you know, it is almost time for the Grand National & World Championship Morgan Horse Show in Oklahoma City. During the show both the National Youth of the Year Contest and the National Morgan Judging Competition will be held. We need your help to make these events a success! Whether you will be in OKC or not, there are several ways you can support our young Morgan enthusiasts. [MORE](#)

F **Home of World Class Morgan Dressage Champions**
Morgan Grand National Needs YOU!
AMHA News Desk | Share | Facebook | Twitter | LinkedIn | Google+
The 2010 Morgan Grand National promises to be one of the best yet and YOU can be part of the action! The Show Committee is in need of resources to help with awards presentations in the coliseum and performance arena. We have three performances each day (morning, afternoon and evening) and we'd love to have Morgan people presenting to Morgan people. [MORE](#)

E **US Western Horse Community Has New Organization**
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The Western Dressage Association of America (WDAA) has been established as a Colorado non-profit organization by passionate members of the U.S. western horse community to combine the culture of the American western horse and the discipline of classical dressage. [MORE](#)

D **COPPER DRAGON II**
Saturday, May 8, 2010
C-Stop 4r 4:30-5:30 PM
Contact: Henry Sabring - 413-448-5200
www.copperdragon.com
Safe Horse
Sabring Stables in Richmond, MA
sabringstables@aol.com

D **NMMH Moves to Middlebury, Vermont**
AMHA News Desk | Share | Facebook | Twitter | LinkedIn | Google+
The National Museum of the Morgan Horse (NMMH) has signed a five-year lease to move its exhibition space and administrative offices to 34 Main Street, Middlebury, Vermont. NMMH has been located at 122 Bostwick Road in Shelburne since its inception. The new space, located in the commercial/retail downtown area of Middlebury, provides improved traffic and is within two miles of the University of Vermont Morgan Horse Farm. [MORE](#)

D **Pressure Distribution Similar Among All Saddle Tree Types**
The Horse | Share | Facebook | Twitter | LinkedIn | Google+
Modern saddles provide new options for tree type, with the goal of sparing a horse pain from localized saddle pressure. But new Swiss research suggests that, at least when a horse trots, tree type makes little difference in pressure distribution along the horse's back. [MORE](#)

D **Turn Your Horse Trailer into an All-Purpose Base of Operations**
HorseRider | Share | Facebook | Twitter | LinkedIn | Google+
Here's how to turn your past horse trailer into an all-purpose base of operations when you haul to a show or other horse event. [MORE](#)

D **PRODUCT SHOWCASES**

- When Performance Counts**
- Starbucks Coffee Company**
- Internet Explorer 8 Upgrade**

E **Morgans Receive 2010 Adequan/USDF All-Breed Awards**
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Designed to recognize the accomplishments of specific breeds in Dressage, the Adequan/USDF All-Breeds Awards are presented each year to horses declared for a participating registry/organization with the United States Dressage Federation (USDF). A total of 1,088 all-breed awards were recognized for the 2010 competition year, proving again that the USDF All-Breeds Awards Program is a very successful and popular program. A total of 69 breeds and performable organizations participated. [MORE](#)

E **Pet Talk: Cold Weather Colic in Horses**
AMHA News Desk | Share | Facebook | Twitter | LinkedIn | Google+
Cold winds and changing winter weather may not seem like contributing factors for equine colic. However, these conditions can foster changes in routine and eating habits that may affect the well being of your horse. "A common winter time equine health concern is colic," notes Dr. Glenon Mays, clinical associate professor at the Texas A&M College of Veterinary Medicine & Biomedical Sciences. [MORE](#)

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- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 9,100 Morgan Horse Enthusiasts (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$1000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE AMHA WEEKLY NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO MORGAN HORSE ENTHUSIASTS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of Morgan horse owners and trainers, AMHA Weekly News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

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