



# New York State Horse Council

## 2020 Newsletter Advertisement Subscriptions



### Our Reach

The New York State Horse Council is a 501(c)(3) organization that represents horsemen and horsewomen of New York State, regardless of breed and discipline. Closing the 2019 year, the NYSHC has over 600 active members from across New York State (and even a few out of state members). For the 2020 year, the NYSHC will be circulating the newsletter to members by: postal mail, email and website posting.



### Newsletter Publications

- FIRST EDITION: JANUARY, FEBRUARY & MARCH**  
(PUBLISHED LAST WEEK OF JANUARY)
- SECOND EDITION: APRIL, MAY & JUNE**  
(PUBLISHED LAST WEEK OF APRIL)
- THIRD EDITION: JULY, AUGUST & SEPTEMBER**  
(PUBLISHED LAST WEEK IN JULY)
- FOURTH EDITION: OCTOBER, NOVEMBER & DECEMBER**  
(PUBLISHED LAST WEEK IN OCTOBER)

### NEWSLETTER CHAIR

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### Pricing

#### ¼ PAGE ADVERTISEMENT

- ✦ \$25 PER ISSUE
- ✦ \$75 ANNUALLY (FOR 2020 YEAR)

#### BUSINESS CARD ADVERTISEMENT

- ✦ \$50 ANNUALLY (OR PRORATED)

### Ad Submission Process

- ✦ COMPLETE AD SUBSCRIPTION FORM.
- ✦ PAYMENT: CHECKS MADE PAYABLE TO NEW YORK STATE HORSE COUNCIL.
- ✦ EMAIL AD SUBSCRIPTION FORM ALONG WITH ADVERTISEMENT TO SARAH E.J. COLLIER. MAIL FORM WITH CHECK TO ELN FINANCIAL SERVICES-NYSHC.
- ✦ DEADLINES:
  - JANUARY 15<sup>TH</sup> FOR ANNUAL AND SINGLE EDITION AD
  - APRIL 1<sup>ST</sup>
  - JULY 1<sup>ST</sup>
  - OCTOBER 1<sup>ST</sup>