Put Your Stud in STALLION ALLEY

STALLION ALLEY is the first place breeders turn when searching for the ideal sire. Economically priced and arranged in an easy-to-read format, this templated ad directory is one of the most popular sections of the magazine.

Each ad is ⅛ page with one color photo and a brief description (35-word maximum). Ad proofs are not provided.

Only $200. Discounts available with signed contract.

All ads appear on *painthorsejournal.com*, at no additional charge, during the month of publication.

Stallion's Name
Year • Color • Pattern
Sire: Name
Dam: Name

Description of your stallion: i.e. characteristics, behavior, measurements etc.
Accomplishments in the show ring
Title and points earned etc.
and more

Fee: $ Amount
Guarantees, Services

Farm Name
Contact 2
Contact 3
Contact 4
Contact 5
Contact 6

For more information, call (817) 222-6432.

Photo, form and payment must be received in our office by the 20th of the month, two months prior to issue date. Exceptions are the June issue (April 16) and December issue (October 15). If you plan to advertise in three or more issues, ask about our discounted rates.

1 Fill out the information below. *Please type or print clearly.*

Registered Name_____: Breed: ☐APHA ☐AQHA ☐JC ☐PtHA Year: _____ Registered Color: _____

Pattern: ☐Overo ☐Tobiano ☐Tovero ☐Solid Paint-Bred ☐Homozygous Tobiano ☐Homozygous Black Gene

Sire: _____ ☐QH ☐TB Dam: _____ ☐QH ☐TB

EACH LINE CAN HAVE A MAXIMUM OF 36 CHARACTERS, ONE CHARACTER PER BOX.

Farm Name:
Contact 2:
Contact 3:
Contact 4:
Contact 5:
Contact 6:

2 Choose the options and list the fees for your stallion.

☐LFG - Live Foal Guarantee
☐LCFG - Live Colored Foal Guarantee
☐TCSA - Transported Cooled Semen Available
☐TFSA - Transported Frozen Semen Available
☐LB - Limited Booking
☐MMD - Multiple Mare Discount
☐EBD - Early Booking Discount
☐HYPP N/N - Hyperkalemic Periodic Paralysis Negative
☐HYPP N/H - Hyperkalemic Periodic Paralysis Carrier
☐OLWS Neg - Overo Lethal White Syndrome Negative
☐EVA Tested Neg/Vac - Equine Viral Arteritis

Choose Incentive Logos (3 Maximum)

☐APHA Breeders' Trust 2015 Silver
☐APHA Breeders' Trust 2015 Gold
☐APHA Breeders' Trust 2015 Platinum
☐AQHA Incentive
☐NSBA
☐NSBA Breeders Championship Futurity
☐OPHB/Triple Crown
☐Tom Powers/Triple Challenge
☐NRBC
☐NRHA Foal Enrollment Program
☐NRCHA

☐First Shipment Free
☐Introductory
Stud Fee $ _____
Booking Fee $ _____
Chute Fee $ _____
☐V/MC - Visa/Mastercard Accepted
☐PayPal

3 **Write your ad.** Six lines of type, 43 characters in each line, one character per box below. The only abbreviations allowed are the acronyms listed in Step 2. One stallion per ad. "AQHA" and "JC" must follow horse's name where applicable and count as one word. "Unofficial" will be added to APHA title, points or awards not reflected in APHA records and will be included in the overall word count. Please print clearly and legibly. The *Journal* is not responsible for errors due to illegible handwriting. Advertising containing pedigrees or claims regarding points and titles earned by individual horses must accurately reflect the records maintained by APHA. Copy that is in variance with official APHA records, as compiled by the Registration and Performance Departments, will be changed as necessary without consent of the advertiser.

EACH LINE CAN HAVE A MAXIMUM OF 43 CHARACTERS, ONE CHARACTER PER BOX.

4 Select your method of payment. *All Ads must be prepaid, unless a signed contract is on file.* ☐Check Enclosed ☐VISA ☐MasterCard ☐American Express

APHA ID Number: _____ Card Number: _____ Exp. Date: _____ CVV#: _____

Cardholder's Name:_____ Signature: _____
PRINT CLEARLY

5 How will your photo be sent? (If an outside photographer sends the photo, please make sure they include your name.)
☐Outside Photographer ☐Email ☐PHJ Upload *painthorsejournal.com/advertise/fileuploads.aspx* ☐Print via USPS

6 Mail, scan or fax this form to: *Paint Horse Journal* Advertising Department • 2800 Meacham Blvd. • Fort Worth, TX 76137
FAX: (817) 222-8466 For more information, contact *Journal* Sales at (817) 222-6432 or jmcginnis@apha.com.