

# ADVERTISING KIT



The American Farrier's Association (AFA) and Farrier Industry Association (FIA) are uniquely positioned industry partners focused on providing our professional membership with current news, business content and product features. Through our multiple publication channels, including No Foot, No Horse, Social Media, Newsletters (published by both AFA and FIA separately) and websites, we deliver high value content to our readers.

No Foot, No Horse is the official publication of the American Farrier's Association, an exclusive publication mailed bi-monthly to members of the American Farrier's Association and Farrier Industry Association. No Foot, No Horse offers industry news, articles focused on professional development, product features, business spotlights and event wrap-ups.

Our professional farriers, business owners and horse owners rely on the content provided by the AFA and FIA as the industry standard for news, articles and product features when making their purchasing decisions.

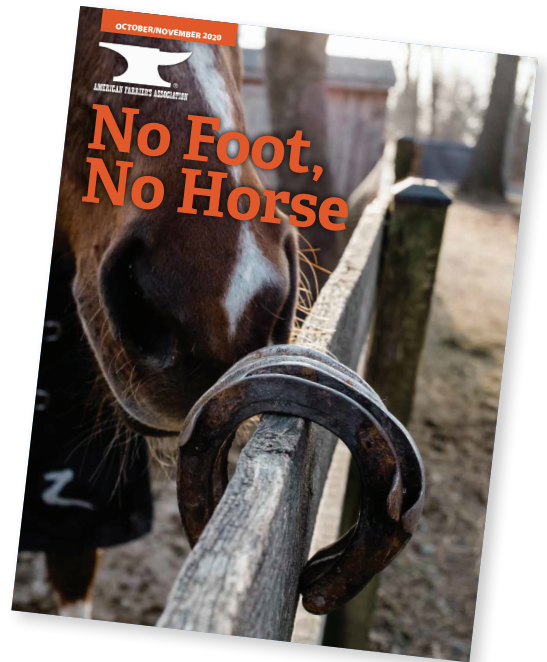
## EDITORIAL DEADLINES

Submissions for No Foot, No Horse are due by the 13th of every other month as follows:

February/March Issue	JANUARY 13
April/May Issue	MARCH 13
June/July Issue	MAY 13
August/September Issue	JULY 13
October/November Issue	SEPTEMBER 13
December/January Issue	NOVEMBER 13

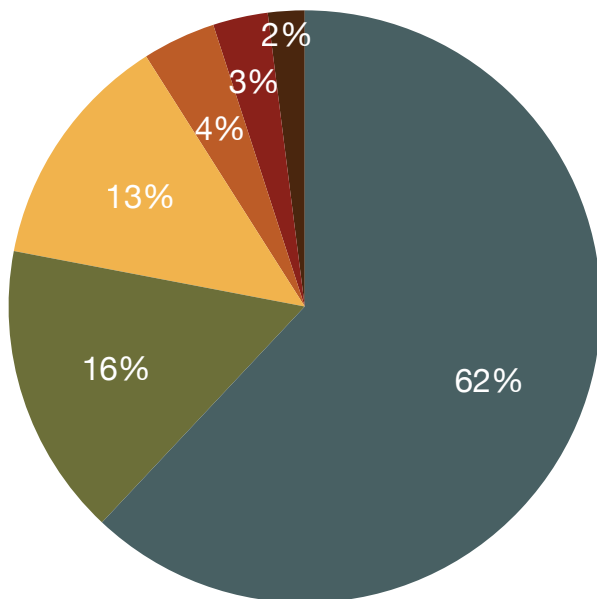
*Submissions for the Eblasts are due on the 1st of each month.*

*Submissions for No Foot, No Horse, Member Packets, and Social Media are due upon purchase.*



## MEMBERSHIP HIGHLIGHTS

### Active Members by Member Type



- Regular Member Legacy
- Lifetime Members
- Regular Members
- Student Member
- Horse Owner Member
- Associate Member

# ADVERTISING RATES

## NO FOOT, NO HORSE

4 COLOR/Price per ad	1 Ad/Yr.	3 Ads/Yr.	6 Ads/Yr.
Full Page	\$500	\$425	\$350
Half Page	\$300	\$225	\$175
¼ Page	\$175	\$150	\$125

## AFA NATIONAL EBLAST

Price Per Month	1 MONTH = 2 ISSUES	3 MONTHS = 6 ISSUES	6 MONTHS = 12 ISSUES
Logo Placement/Banner	\$200	\$175	\$150
Advertorial (Short), Max of 2 Advertisers Per Issue	\$250	\$225	\$200

## WEBINARS

	Per Webinar
Presenting Sponsor	\$200

## NEWLY CERTIFIED CONGRATULATORY AWARD PACKET

	COST
Provide value added benefit	\$500

(i.e. coupon for discount of goods/services)  
Company to provide insert coupons.

## RENEWAL PACKETS

SIZE	COST
1 pg, up to 3 ½ x 8 1/2	\$200

Company to provide inserts. Max of 2 advertisers per period.  
Cost covers 6 months of insertions.

## NEW MEMBER WELCOME PACKET

SIZE	COST
1 pg, up to 8 ½ x 11	\$500

Company to provide inserts. Max of 2 advertisers per period.  
Cost covers 6 months of insertions.

## BROCHURES

1 Ad - BACK COVER 1/3 page	COST
About AFA	\$750
Team Approach	\$500
Choosing a Quality Farrier	\$500

Distribution at all trade fairs, expos, convention and  
New Member Packets. Available through 2021.

## SOCIAL MEDIA BOOSTED POSTS

	COST
19,000 Facebook followers	\$100

Maximum of 2 available per month.

**If you purchase a minimum of 2 advertising placements within 1 year, you have the opportunity to be named a Partner of the AFA!**

Partners receive logo recognition on website, logo recognition in No Foot, No Horse and Annual Convention Program, and Social Media mentions.

