



**The publishing committee is proud to announce some exciting changes for the RMHA magazine in 2025. The magazine will be self-sustaining without any increased costs to members, and it will continue to be a printed magazine!**

**The magazine will have a fresh approach with a new designer, Cheri Prill, and a new Publishing Chair, Barbara Rector. We look forward to continuing to grow the publication as a place to celebrate the Rocky Mountain Horse!**

**The RMHA and the publishing committee wish to thank Luka Bowman for her dedication as both a volunteer and designer. We wish Luka and her family all the best in 2025. We also thank Chastity Adkins for her service as publishing chair. Chastity will continue to serve on the publishing committee.**

### **Meet your new designer, Cheri Prill from Stunning Steeds!**

Cheri Prill has extensive experience in running a profitable magazine having managed the Paso Fino Horse Association's publication for 13 years.

Her photography is well known within the Paso Fino breed and many other breeds. In 2008, Cheri Prill established Stunning Steeds, LLC, a distinguished equestrian marketing company specializing in equine photography, videography, and graphic design.

Cheri has garnered widespread acclaim, winning multiple awards from the American Horse Publishers for her exceptional photography. Her stunning videos have graced international promotions, prestigious events, television programs, and online platforms, elevating her reputation globally. Notably, her work has found its way into museums and private collections worldwide, gracing the pages of renowned equestrian magazines, books, calendars, and various equestrian products and merchandise. Her work can be viewed via her website.

[Stunning Steeds Equine Photography Video Design](#)

# RMHA Magazine Advertising Opportunities

## Inflation buster: No price increases for members!

Ad design is included or use your own! All Advertising must be approved by the RMHA

AD SIZE	PRICE	SIZE	BLEED
Full Page	\$400	8.5" W x 11" H	.25" each side
Half Page	\$300	8.5" W x 5.5" H	.25" each side
Quarter Page	\$200	3.625" W x 4.55" H	.25" each side
Business Card	\$125	3.5" W x 2" H	.25" each side

**All Payments are due January 20th, 2025**

**[PAY HERE](#)**

For payment by credit card (4% fee) use the link or a check can be mailed to RMHA, THE BLUEGRASS STOCKYARDS, 4561 IRON WORKS PIKE, STE. 156, LEXINGTON, KY 40511.

**Ad Information:** To purchase an ad, please contact Barbara Rector 410-913-4848 or [brector28@outlook.com](mailto:brector28@outlook.com). Upon purchase, you will be provided with an email to submit your ad information including photos. All ad information is due by January 20<sup>th</sup> sooner if possible. Please note that to keep prices low, we are asking members to submit ad information via email. If you need assistance, please contact Barbara Rector, 410-913-4848, [brector28@outlook.com](mailto:brector28@outlook.com)

## Upgrade for \$150 to include Breeder/Trainer or Stallion Directory!

**\$550** - Full Page Ad with Website listing on the RMHA Stallions page for one-year, Social Media feature on the RMHA official Facebook page, \$700 value.

**\$550** - Full Page Ad with Website listing in: the Breeders, Equine Services, Trainers, Sales (BEST) Directory, Social Media feature on the RMHA official Facebook page, \$700 value.

## Premier Auction Pages:

### Auction will take place via Facebook, December 20<sup>th</sup>-22<sup>nd</sup>

**Front Cover:** \$1000 starting bid, includes quarter page description of the cover on table of contents page. Front Cover link to digital issue on RMHA official website, Social Media feature on the RMHA official Facebook page.

**Inside Front Cover:** \$500 starting bid, Social Media feature on the RMHA official Facebook page

**Center Spread:** \$800 starting bid, Social Media feature on the RMHA official Facebook page.

**Inside Back Cover:** \$500 starting bid, Social Media feature on the RMHA official Facebook page.

**Back Cover:** \$600 starting bid, Social Media feature on the RMHA official Facebook page.

**You may use the designer of your choice or design your own ad at your cost and you must comply with the following requirements:**

**File Requirements:**

- Preferred that all files be PDF with fonts imbedded for advertisements.
- Other acceptable files are high resolution JPEG's or TIFFs. Minimum 300-350 dpi, CMYK or Grayscale only.
- All camera-ready ads turned in should allow for a .25 margin bleed. Anything less could result in edges being clipped off during printing.
- Text may be sent as .doc or .rtf formats, please do not imbed photographs in word (text) files.
- For additional information or assistance with your ad please contact the RMHA office or Barbara Rector 410-913-4848 or [brector28@outlook.com](mailto:brector28@outlook.com)

**Graphics:**

- Graphics must demonstrate horses that are presented in a fashion that truly represents the Rocky Mountain Horse and may not contain logos or other visual symbols that would indicate the involvement, in any way, of any other breed(s) registry(ies) or other horses show associations.
- All photos of horses in gait must comply with the current copy of the Show Rules description and illustrations.

**Copy:**

- All written copy (in advertisements and articles) should be consistent with the promotional intent of the RMHA.
- Any reference to registration or recognition, including show accomplishments, with or by any other breed(s) registry(ies) or other horses show associations is strictly prohibited.

**ROCKY MOUNTAIN HORSE ASSOCIATION**

**THE BLUEGRASS STOCKYARDS**

**4561 IRON WORKS PIKE, STE. 156**

**LEXINGTON, KY 40511**

**859-644-5244**