



THE HORSE'S MAINE & NH

Maine & NH's Own Equestrian Newspaper

2018 Affiliation Kit

About Us

The Horse's Maine & NH is a multi-discipline newspaper for the statewide equestrian communities of Maine and New Hampshire.

A monthly newspaper for, by, and about Maine and New Hampshire residents, we encourage everyone to submit news from their association, barn, clinic, or show at no charge.

Our goal is to bring the news to the local equestrian community. We are dedicated to providing quality articles and exceptional customer service to our advertisers and readers.

Classified Ads

Each affiliated club member is entitled to one free classified ad per affiliated year in *The Horse's Maine & NH*. Tell your members to mention they are a member of your club; we will place the ad in the next issue for no charge.

Display Ads

Each affiliated club member is entitled to 10% off Display ads (not Directory ads) placed in *The Horse's Maine & NH* during the affiliation year. Tell your members to mention they are a member of your club; they will receive 10% off their display ad.

Affiliation Benefits

The benefits to affiliate your club are huge and include the following:

- ❖ Free advertising! One free page of ad space, to use and divide based on your needs
- ❖ Save on costs! Print your news in the paper and stop mailing newsletters
- ❖ Free classified ads for members
- ❖ Discounted display ads for members
- ❖ Free member subscriptions
- ❖ Your club membership information printed in the paper
- ❖ A guarantee your members will receive your news and events published in the paper

Subscriptions

Each member of your affiliated club receives a subscription to *The Horse's Maine & NH*. When a new member joins your club, email us the name and address; the new member receives *The Horse's Maine & NH* and qualifies for the free classified ad and 10% off display ads.

All subscriptions begin in a month specified by your club and all end at the conclusion of that year. This is a great incentive for your members to pay their dues on time!

Club News

Submit club news to the paper each month at no charge. Your members will always be up-to-date! Submission deadline is the 10th of each month.

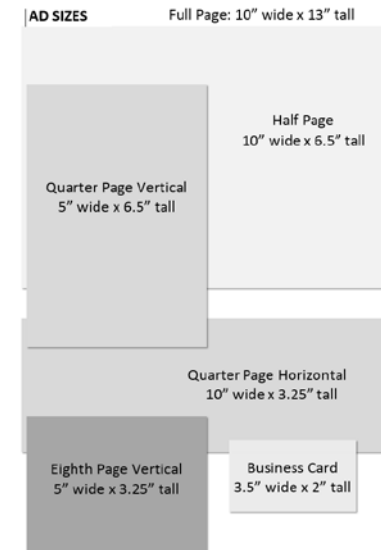
One Page of Ad Space

Each affiliation receives one free page of advertising space in *The Horse's Maine & NH* during the affiliation year. Advertise shows, clinics, fundraisers, sponsors, and more! Use these advertisements to promote your club, in any combination you like (such as one full page ad, two half page ads, three quarter page ads, and so on). We can help with layout and an effective ad program for the club.

Club Affiliation Cost

The Cost to affiliate a club is seven dollars (\$7) per club member. All club members must be included. If a member receives a subscription to *The Horse's Maine & NH* via membership in another affiliated club, we only bill your club \$4 for that member; we do not send a duplicate copy of the paper. The member's subscription end date becomes whichever end date is later.

NOTE: Current membership in another affiliated club displays in our database; you do not have to keep track of this.



Club Membership Form

An abbreviated Club Membership Form is printed every month in *The Horse's Maine & NH*.

Payment

Email club member names and addresses as you get them. Do not send a check! We bill your club as the memberships come in and send you an invoice once a month (each invoice lists the members it pertains to or, in the case of large numbers, says something such as "group of 85").



APPLICATION FOR AFFILIATION

Date: _____ Club Name: _____

Club Address (name and address to bill): _____

Contact Name (the person who supplies membership information): _____

Contact Phone: _____ Contact Email: _____

Approximate Number of Members: _____ Month to Begin Affiliation (subscriptions begin the month you specify): _____

- Please include a copy of your club's membership form. A version of your membership form will display in the *The Horse's Maine & NH* each month during the year.
- There is no limit (upper or lower) to the number of members your club must have in order to affiliate; the fee is seven dollars (\$7) per club member. All club members must be included. The exception is: if a member receives a subscription to *The Horse's Maine & NH* via membership in another affiliated club, we only bill your club \$4 for that member; we do not send a duplicate copy of the paper.
- Late members are added as they join your club and their subscriptions initiate at that time. All subscriptions begin and end with the same month as specified by your club.
- Fees can be paid by club check and made out to *The Horse's Maine & NH, LLC* upon receipt of an invoice. We bill your club at the end of the month for memberships submitted to us that month.
- Please include your membership list so we can begin each member's subscription with the issue you specified above.