



Pacific Coast Journal

THE OFFICIAL PUBLICATION FOR PCQHA & PCCHA

The West Coast's Premier **All Gloss** Quarter Horse Publication

Let's put **YOUR AD** into the hands of the people that buy your products! Pacific Coast Journal is one of the most popular Quarter Horse publications in the nation. The Largest Names in the Quarter Horse industry advertise with us every month with excellent results. Riders, Trainers, and Breeders specifically pick us up for the excellent articles and unique content we provide them with each and every month to stay on top of what's happening in their industry. Want to know how popular we are? Pacific Coast Quarter Horse Association and Pacific Coast Cutting Horse Association, the two largest associations on the West Coast chose Pacific Coast Journal to be their official publication! You can't get advertising like that anywhere else!

Here is what you can expect when you advertise with Pacific Coast Journal

- Advertise along with the biggest names in the industry including **Castlebrook Barns, Nutrena, SmartPak, MD Barnmaster** and more...
- Once a month advertising that keeps your **budget** in check
- The Lowest Rates on the West Coast and now **FULL GLOSS!**

And Check Out the Distribution...

- Official Publication for the Pacific Coast **Quarter Horse** Association and the Pacific Coast **Cutting Horse** Association; the two **LARGEST** associations on the West Coast, and **WCRHA** sponsor.
- A **FREE** publication, mailed directly to every **PCCHA & WCRHA** member, **PCQHA** subscriber and every **AQHA & NRCHA** Judge in the **NATION**
- Distributed at every West Coast show, reining, cutting & cow horse event along with all **AQHA, NRHA, NCHA, and NRCHA** National & World shows.
- **Largest** Show distribution than any national magazine and we print more copies than most national magazines
- Distributed to most large feed and tack stores once a month throughout California, Arizona, Nevada, and Oregon.

Our prices and advertising information is attached. The deadline is the 15th of each month, previous to the month you decide to run. For questions, please call or email me at the information below. I

look forward to speaking with you, and

Don't miss another GREAT ISSUE of Pacific Coast Journal!

www.PacificCoastJournal.com | 1-800-817-7259



Pacific Coast Journal

THE OFFICIAL PUBLICATION FOR PCQHA & PCCHA

PACIFIC COAST JOURNAL is delivered each month to:

- Select feed & tack store throughout the West Coast.
- Every AQHA & NRCHA Judge in the U.S.
- Every PCCHA member & every PCQHA subscriber each month
- All PCCHA + PCQHA approved events throughout the year



**WHERE YOU
CAN FIND US:**

California
Oregon
Washington
Idaho
Colorado
Nevada
New Mexico
Arizona
Utah
Texas
Oklahoma

And Growing . . .



**Pacific Coast
Cutting Horse
Association**

PCQHA

PACIFIC COAST QUARTER HORSE ASSOCIATION

Halter, Western, English Account Representative

Denise Munson & Virginia McClintock

P.O. Box 893640

Temecula, CA 92589

(800) 817-7259 tel • (951) 303-3905 fax

denise@horsemansnews.com

EVENTS WHERE YOU CAN FIND US:

*Too many regional shows to list!

JANUARY

Abilene Spectacular, TX
ACCHA New Millennium, AZ
Arizona National Horse Show, AZ
National Western Stock Show, CO
Redwood Empire Spectacular, CA
New Year Slide, NV
AzRCHA Silver Spur Slide, AZ
Double R Cutting, CA
Bonina Early Bird, WA
Red Bluff Bull & Gelding Sale, CA
NRCHA Championship, TX
PCCHA Convention, CA
Arizona Sun Circuit, AZ

FEBRUARY

Arizona Sun Circuit, AZ
Cutting in Dixie, UT
Show me the Money, CA
Bonanza Cutting, TX
Valentines Day Cutting, UT
Oqha Sweetheart Classic, OR
LVCHA Winter Championship, NV
WCHA, CO
Arbuckle Mountain Futurity, OK
Wild West Cutting, AZ
NSHA Derby, CA

MARCH

Cactus Reining Classic, AZ
Back to Basics, CA
SCRCHA Pot O' Gold, CA
TKS Spring Aged Cutting, OR
WSCHA Weekend & Spring LAE, CO
Oqha Irish Spring Show, OR
PCCHA Derby, CA
Silver Dollar Circuit, NV
IRHA Circuit Show, UT
Ride for the Cure, OR
Idaho Spring Cutting, ID
NRCHA Stakes, AZ
NCHA Superstakes, TX
Spring Gold N Grand, Ca

APRIL

NRCHA Hackamore Classic, CO
Double Feature QH Show, CA
Oqha Easter Classic, OR
El rancho Spring Classic, CA
Del mar Nationals, CA
TKC Spring Aged Event, OR
Hollywood Charity, CA

MAY

NCHA Breeder's Invitational, OK
NRCHA Hackamore Classic, CO
Sonita Quarter Horse Show, AZ
Rein for the Roses, CA
IRHA Circuit & Blackhawk Classic, UT
AzRHA Mother's Day Slide, AZ
Rocky Mountain Columbine Classic, CO
WCRHA Affiliate Show, CA
Lights Camera Action, CA

Sun & Surf Circuit, CA
CAQHEA Summer Quarter Horse Show, CA
Mothers Day Circuit, CA
SWQHA Border Circuit, NM
Northern Counties QH Show, OR
Wsqha Trophy Circuit, WA
Central Washington QHA Annual Show, WA
Northwest Interstate Spring Fling, WA
PCCHA Tejon ranch Cutting, CA

JUNE

NRCHA Derby, CA
CRHA Affiliate Show, CA
RHANW Ride N Slide Derby, WA
NRHA Derby, OK
AQHA/NCHA Weekend, CA
NCHA the Non-Pro + The Open, OK
PCQHA Summer Celebration, CA
Oklahoma QHA Redbud Spectacular, OK
Oregon Summer Classic, OR

JULY

NCHA Summer Spectacular, TX
LVCHA Summer Show, NV
Rocky Mountain Summer Slide Futurity, CO
WCRHA Affiliate #5 & 6, CA
Reining by the Bay, CA
AQHA Youth World, TX
Palomino World Show, OK
Buckskin world Championship Show, OK

AUGUST

Idaho Cutting Horse Futurity & Aged Event, ID
Ariat Tulsa Reining Classic, OK
NRHA Cowtown Classic, TX
Summer Rein and Futurity, CA
LVCHA Limited Age Event, NV
ORHA Reining Classic, OR
Oregon CHA Aged Event, OR
Select World Show, TX

SEPTEMBER

High Roller Reining, NV
Washington CHA Finals, WA
El Rancho Futurity, CA
NRCHA Snaffle Bit Futurity, NV

OCTOBER

PCCHA Futurity, CA
PCQHA Wine & Roses, CA
NRHA Northwest Regional Finals, CA
NRHA Southwest Regional Finals, CA

NOVEMBER

NRHA Futurity, OK
NCHA World Championship Futurity, TX
Utah Cutting Horse Futurity & LAE, UT
AQHA World Show, OK

DECEMBER

NCHA World Championship Futurity, TX
National Finals Rodeo

Cutting, Reining & Working Cow Horse

Account Representative: Jennifer Tires

sales@pacificcoastjournal.com • (316) 745-9919

www.PacificCoastJournal.com



Pacific Coast Journal

THE OFFICIAL PUBLICATION FOR PCQHA & PCCHA

ADVERTISING AGREEMENT

CUSTOMER INFORMATION

Date

Issue

Name Phone Cell
 Address Work Fax
 City State Zip E-mail

AD SIZE	1x	2-5x	6-11x	12x
Full Page - 4C	<input type="checkbox"/> \$805	<input type="checkbox"/> \$755	<input type="checkbox"/> \$705	<input type="checkbox"/> \$650
Full Page - BW	<input type="checkbox"/> \$495	<input type="checkbox"/> \$450	<input type="checkbox"/> \$430	<input type="checkbox"/> \$385
Jr. Page - 4C	<input type="checkbox"/> \$725	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$605
Jr. Page - BW	<input type="checkbox"/> \$410	<input type="checkbox"/> \$350	<input type="checkbox"/> \$310	<input type="checkbox"/> \$270
1/2 Page - 4C	<input type="checkbox"/> \$440	<input type="checkbox"/> \$420	<input type="checkbox"/> \$400	<input type="checkbox"/> \$375
1/2 Page - BW	<input type="checkbox"/> \$325	<input type="checkbox"/> \$300	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250
1/3 Page - 4C	<input type="checkbox"/> \$420	<input type="checkbox"/> \$395	<input type="checkbox"/> \$345	<input type="checkbox"/> \$299
1/3 Page - BW	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$195	<input type="checkbox"/> \$160
1/4 page - 4C	<input type="checkbox"/> \$300	<input type="checkbox"/> \$275	<input type="checkbox"/> \$235	<input type="checkbox"/> \$210
1/4 page - BW	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$165	<input type="checkbox"/> \$135
1/8 page - 4C	<input type="checkbox"/> \$185	<input type="checkbox"/> \$165	<input type="checkbox"/> \$145	<input type="checkbox"/> \$125
1/8 page - BW	<input type="checkbox"/> \$125	<input type="checkbox"/> \$105	<input type="checkbox"/> \$85	<input type="checkbox"/> \$70

1/3pg Column on Editorial Page

bw - \$250

color - \$395

Column ads - 2.25" w x 9.875" h

TRAINERS DIRECTORY.....

\$60 FOR 6 MONTHS

COLOR CORRALS.....

\$40 PER MONTH

OR \$75 FOR 2 MONTHS

BUSINESS CARDS.....

\$25 PER MONTH

(3 MONTH MINIMUM)

CLASSIFIED ADVERTISING.....

BUY 2 MONTHS, GET 3RD MONTH FREE
 35¢ PER WORD, \$15 TO ADD PHOTO,
 BORDER +\$5, BOLD +\$1 PER WORD

PAYMENT INFORMATION

VISA M/C DISC. AMEX

CARD NO.

NAME ON CARD EXP. DATE

SIGNATURE



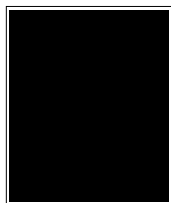
Pacific Coast Journal

THE OFFICIAL PUBLICATION FOR PCQHA & PCCHA

Mechanical Requirements

**Deadline for Advertising is
15th of Every Month**

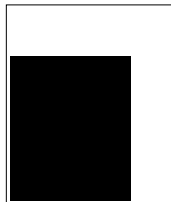
(ie. Art turned in October 15 will appear in the November issue)



Full Page

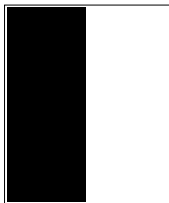
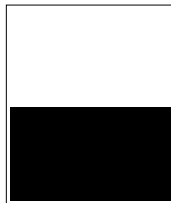
8.25" x 9.875

Bleed: 9.25 x 11.125



Jr. Page

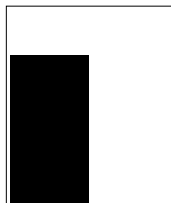
6 x 7.375



1/2 Page

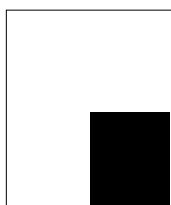
H: 8.25 x 4.75

V: 3.875 x 9.875



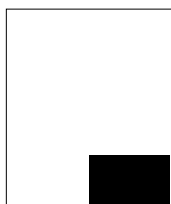
1/3 Page

3.875 x 7.375



1/4 page

3.875 x 4.75



1/8 page

3.875 x 2.25

Customer Supplied Art—We accept the following file formats: JPG, PDF, TIFF, EPS & PSD. All camera ready art should be at 300 dpi. For questions regarding file type or file size, please contact the Ad Department.

Free Ad Production—Our art department will produce ads at no charge. This does not include special imaging. Taking out backgrounds or special backgrounds are priced per job.

Spot Color—Spot color is available for \$100 per full & Jr. Page, \$75 per 1/2 & 1/3 page, \$50 per 1/4 page & \$35 per 1/8 page.

Payment—All ads must be paid for in advance, for the first month of advertising and then additional ads may be billed with a 30 day net. All 90 day invoices will have a \$25 late charge each month and 18% finance charges. All returned checks will be charged a \$25 fee.

Contracts—Contracts are required for all 6-time or more frequency discounts. Ad size may be varied at any time and discount still applies.

Special Placement—Front and back covers, center spread and other premium positions are available on a first come, first serve basis. Front cover includes B/W FREE inside page.

Ad Copy—Wording for ads should be typed or printed neatly. Photos should be professional quality. Each photo should be labeled with name & address. Include SASA for fast return.

Proofs—You are responsible for the proofing of your ad. Make sure you supply us with a fax number or email.

Pacific Coast Journal Ad Department

Robin Bradford

P.O. Box 893640

Temecula, CA 92589

(800) 817-7259 tel • (951) 303-3905 fax

ads@horsemansnews.com



Pacific Coast Journal

Online Banner Advertising

Pacific Coast Journal

website is home to Quarter Horse news, events and show information and the entire paper online each month. With specific Quarter Horse content geared toward your product, training or stallions, the website is a great place to get extra exposure.

Home Page Banner

625px x 90px

Home page banners are only available for 12x contracted advertisers
Call for details.

Banner

468px x 60px

FREE for 12x Advertisers

\$150 - 3 months for PCJ advertisers

\$300 - 3 months non PCJ advertisers

Square Banner

180px x 144px

FREE for 12x Advertisers

\$150

3 months for PCJ advertisers

\$300

3 months non PCJ advertisers

Email Blast Advertising

Pacific Coast Journal sends our weekly email blast with Equine news, upcoming shows, new product releases and specialty issues. We send out to 3,500+ emails each week. All ads must be sent by advertisers in the correct dimensions as a jpg.

Banner

180px x 144px

FREE for 12x Advertisers

\$25 - for PCJ advertisers

\$50 - for non PCJ advertisers

Banner

468px x 60px

FREE for 12x Advertisers

\$25 - for PCJ advertisers

\$50 - for non PCJ advertisers

Exclusive Blast

650px wide

\$75 - for PCJ advertisers

\$200 - for non PCJ advertisers