



November 11, 2014

To Whom It May Concern:

I want you to know that planning is underway for the 2015 Utah Quarter Horse Racing Association Magazine!

Why is this so exciting?

Because of the opportunity to **affordably advertise** to the **horseman demographic** that uses your service/product!

What is the opportunity?

In 2014, the Utah Quarter Horse Racing Association released a magazine to help bring association awareness and advertising to the Quarter Horse community. The magazine was a big success! Magazines were distributed to all major racing events in Idaho, Wyoming and Utah and mailed to association members. The 2015 magazine will be distributed to an even broader audience by also targeting the barrel racing community and their events!

Why should I advertise to this demographic?

The Quarter Horse industry is by far the largest breed demographic in the state with almost 60,000 Quarter Horses currently registered increasing annually by an average of 1,500 new registers. The magazine will be distributed to Quarter Horse enthusiasts all over Utah and the surrounding states. This demographic share in interest and passion for the American Quarter Horse and they also **share a need for your product/service!**

Okay, how much will this cost and what do I get?

Advertising in the Utah Racing Quarter Horse Magazine gets you direct advertising for this unique market for **AN ENTIRE YEAR** for lower than many other magazine advertising you will find. Advertising options range from \$125 to \$1,100.

Yes, I Am Interested!

Please contact Lindsay Nold to take advantage of this advertising opportunity. You will be provided with a media kit for specific ad rates, dimensions and due dates. **Please contact her at 303-877-1426 or by email at mgc2scks@aol.com.**

Want to Take Your Advertising A Step Further?

Ask about association sponsorships to get more for your advertising dollar!

Thank you again for your consideration and continued support Utah's Quarter Horse community.

Sincerely,