

**Hello Friend,**

**Let's face it...** in today's economy, no business can afford to waste advertising dollars. **Your business is no different.** Marketing can be too much like throwing pennies into a wishing well - except you're dealing with throwing *A LOT of pennies!* It's important to **focus your advertising** where it has the most potential to bring your business the attention and prospects that are needed to survive in tough economic times.

Attendees at Patrick King's **Mastering Communication Conference** have common traits that make them key prospects for your business:

- ~ They are dedicated to their horsemanship and self improvement.
- ~ They are willing to do whatever it takes to keep their horses sound, healthy, and happy.
- ~ They are committed to quality - in their tack, their facility, and the services they utilize.
- ~ They will happily spend money to improve their lives and the lives of their horses.
- ~ They are quick to recommend products and services to their network of other 'horse-folks'.

Simply put, **everyone** that attends the **Mastering Communication Conference** is a potential prospect for your business. It is for this reason that we have chosen to offer advertising opportunities to businesses that serve the equine community.

All advertising levels will be featured in the Event Program, which attendees will be using to follow along throughout the three day event. This gives three full days of intense exposure to your advertising. Attendees will also be heavily exposed to your advertising in the following ways:

#### **Business Card Ad**

For a **\$125** investment, your business will receive a business card sized ad in the Event Program, in addition to your business name and contact information being listed in the program and on linked the event's webpage and our newsletter for one year. 1 ticket to the event also included.

#### **Block Ad**

For a **\$250** investment, your business will receive a block space ad (4 ¾ " x 3 ¾ " ) in the Event Program, in addition to the business name and contact information being listed in the program and linked on the event's webpage and our newsletter for one year. 2 tickets to the event also included.

#### **Arena Banner Ad**

For a **\$350** investment, we will prominently hang a banner (up to 3' x 6' in size) promoting your business in the event arena for all attendees to see throughout the duration of the event. In addition, your business will receive a **block space ad** and business name and contact listing in the Event Program and linking on the event's webpage and our newsletter for one year. 4 tickets to the event also included.

#### **Gate & Arena Banner Ad** *\*Maximum Advertising Exposure\**

For a **\$475** investment, we will prominently hang 2 banners (up to 3' x 6' in size) promoting your business: 1 at the entry gate so that all attendees are exposed to your banner immediately upon arrival to the event, and 1 in the event arena for attendees to see throughout the duration of the event. In addition, your business will receive a **FULL page ad** (4 ¾ " x 7 ½ ") and business name and contact listing in the Event Program and linking on the event's webpage and our newsletter for one year. 6 tickets to the event also included.

\*We can assist in designing your print and banner advertising if necessary.

#### **Don't waste your advertising dollars by chasing down unsuitable prospects.**

Let us help you promote your valuable products and services to a large number of people that are looking for what you are offering!

Contact us today to plan your advertising with Patrick King Horsemanship's 4<sup>th</sup> annual **Mastering Communication Conference**.

ADVERTISEMENT	FEE	TOTAL
Business Card	\$125	
Block	\$250	
Arena Banner + Block	\$350	
Gate & Arena Banner + Full Page	\$475	
<b>TOTAL</b>		

2011 MASTERING COMMUNICATION CONFERENCE

# ADVERTISING FORM

*\*Deadline for advertising is September 9*

Payment & Information to: **Patrick King Horsemanship**, 1049 Route 31, Tarrs, PA 15688

**COMPANY NAME** (as you wish it to appear in the event program)

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

**\* Ads must be submitted in .pdf or .jpg format, either via email or on cd.**

We are happy to help with designing your ads and banners. We can have your banners designed and delivered to us, at actual cost. Banners will be sent to you following the event. Contact us as soon as possible to ensure that there is time to get your banner designed, printed, and shipped.

<p><b>ADS CAN BE PRINTED VERTICALLY OR HORIZONTALLY</b></p> <p><b>FULL PAGE</b></p> <p><b>4 3/7 x 7 1/2</b></p>	<p><b>BLOCK</b></p> <p><b>4 3/4 x 3 3/4</b></p>	<p><b>BUSINESS CARD</b></p> <p><b>2 x 3 1/2</b></p>
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