

## Advertising Rates

### PATH Intl. Strides magazine

*PATH Intl. Strides* is the award-winning official publication of the Professional Association of Therapeutic Horsemanship International (PATH Intl.), which was formed in 1969 as the North American Riding for the Handicapped Association to promote equine-assisted activities and therapies (EAAT) for individuals with special needs. PATH Intl. serves nearly 62,000 children and adults, including nearly 4,000 veterans. The quarterly publication, which serves the leaders in the EAAT industry, is mailed to 866 PATH Intl. Member Centers and 7,600+ individual members who are instructors (4,600+); trainers; program administrators; volunteers; educators; participants with special needs and their families; therapists; and other medical professionals. **PATH Intl. Member Centers have an annual estimated spending amount of \$7.5 million; you can't afford *not* to advertise to this diverse and savvy audience.**

**Nearly 90% of PATH Intl. Members influence purchasing or make purchasing decisions at their centers and purchase from companies that support PATH Intl.**

Type	Size	4x	2x	1x
		Member/Non-Member	Member/Non-Member	Member/Non-Member
Full page	7.5 x 9.5"***	\$400/\$550	\$475/\$625	\$550/\$700
2/3 page V	4.75 x 9.5"	\$275/\$400	\$325/\$450	\$375/\$500
1/2 page H	7.5 x 4.75"	\$225/\$325	\$275/\$375	\$325/\$425
1/3 page V	2.25 x 9.5"	\$175/\$225	\$200/\$250	\$225/\$275
1/4 page V	3.65 x 4.75"	\$125/\$175	\$150/\$200	\$175/\$225
1/6 page V	2.25 x 4.75"	\$100/\$150	\$125/\$175	\$150/\$200
Classifieds	no word limit	\$1/word/NA	\$1/word/NA	\$1/word/NA
Inside cover - back or front (color)	8.625 x 11.25"***	\$600/\$775	\$675/\$850	\$750/\$925
Back cover (color)	8.625 x 11.25"***	\$775/\$975	\$850/\$1,050	\$925/\$1,125

**Note:** Ad must be paid in full at the time of reservation.

**Reserve Space Today!**

**Contact Cher Smith, [csmith@pathintl.org](mailto:csmith@pathintl.org)**



#### Specs

These rates are for camera-ready ads, which must be sent as pdf or eps files with all images at 300 dpi. Rates for typesetting, design and layout will be charged at \$45/hour.

\*\*For a full bleed: 8.625 x 11.25"; trim size will be 8.5 x 11".

#### Ad Deadlines

Below are closing dates for receiving camera-ready ads. Ads to be designed should be submitted two weeks prior to the deadline.

Issue	Publication Month	Deadline
Winter	January	November 1
Spring	April	February 1
Summer	July	May 1
Fall	October	August 1