Alberta’s **LARGEST** and **MOST DIVERSE** population of horse owners is represented within this publication.

Alberta Equestrian Federation (AEF) programs and services cover a wide range of equestrian activities for beginners to experts in a multitude of disciplines. Services range from the provision of reasonable cost insurance for all members to areas of recreation, sport, education, breeds and industry. The AEF administers the National English, Western, Driving Instructor/Coach Certification program including rider development, it provides funding for Trail maintenance and development, supports all levels of competitions and offers programs and services for the young and the young at heart in Alberta communities. It is dedicated to the well-being of equines.
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DEMOGRAPHICS
The Alberta Equestrian Federation is the largest equine association serving over 425 communities in Alberta.

*32.3% of the total number of horses in Canada, reside in Alberta.
*Source: 2010 Equine Canada, Canadian Horse Industry Profile Study

18,000 AEF members
129 Equine Clubs & Associations
76 Businesses

Members 49.3% English 45.2% Western

Breeds include
Quarter Horse | Warmblood | Thoroughbred | Arabian

Disciplines
Reining | Vaulting | Recreation | Endurance | Hunter/Jumper | Gymkhana

*Breeds and Disciplines seen here are just a sampling of those included within the AEF.

The Alberta Bits Digital issue is sent to over 20,000 AEF members.

Facebook 3,970 fans
Instagram 600 followers
Twitter 1,020+ followers

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MEMBERSHIP ADVERTISING
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<thead>
<tr>
<th>Season</th>
<th>Feature</th>
<th>Health</th>
<th>Breed Profile</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
<th>Bonus Distribution</th>
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Ag Expo, Lethbridge, AB, February 28-March 2, 2018  
The Mane Event, Red Deer, AB April 27 - 29, 2018 |
| SUMMER  | Cowboy Challenge Training        | Parasite Control, Footing Solutions, Fit For Your Horse | Thoroughbreds      | September 7, 2018 | September 10, 2017 | Royal West, Calgary, AB, October 18-28, 2018                                       |
| FALL    | Drill Team Training              | Managing Post Colic Surgery, Equine Dental Care | Friesians          | April 27, 2018    | May 1, 2018         | The AEF Dressage Clinic with Brittany Fraser, Blackfalds, AB, April 7-8, 2018    |
| WINTER  | Equestrian Weddings, Christmas Gift Guide, Preventing a Bolter | The Curly Horse | November 2, 2018 | November 6, 2018  |                   |                                                                                   |
2018 RATE CARD

RATES PER ISSUE

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<tr>
<td>Full Page</td>
<td>$1,780</td>
<td>$1,335</td>
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<td>$1,440</td>
<td>$1,080</td>
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<tr>
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<tr>
<td>1/4 Page</td>
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<td>$472</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$400</td>
<td>$290</td>
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PREMIUM POSITIONS

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<td>Inside Front/Inside Back</td>
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<td>Outside Back</td>
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Ask about our blow-in or stitch-in insertions, and special section rates and services.

2018 SCHEDULE DEADLINES

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<tr>
<th>ISSUE</th>
<th>BOOKING</th>
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<tr>
<td>SPRING 2017</td>
<td>January 26th</td>
<td>January 29th</td>
<td>February 16th</td>
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<td>April 27th</td>
<td>May 1st</td>
<td>May 18th</td>
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<td>FALL 2017</td>
<td>September 7th</td>
<td>September 10th</td>
<td>September 28th</td>
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<td>WINTER 2017</td>
<td>November 2nd</td>
<td>November 6th</td>
<td>November 23rd</td>
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TECHNICAL

ARTWORK REQUIREMENTS
All digital colour files should be supplied in CMYK at 300 dpi resolution.
Grayscale artwork should be provided at 300 dpi. Line art should be at 600 dpi.
Accepted file formats are high-resolution PDF, EPS, TIFF or JPEG.
All fonts should be embedded in the file or converted to outlines.

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7” x 4.875”
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