



DELAWARE EQUINE COUNCIL

PO Box 158

Harrington, DE, 19952-5435

www.delawareequinecouncil.org

Dear Directory Advertiser,

After last year's Covid hiatus, the Delaware Equine Council will once again be producing its "Delaware Equine Industry Directory". We know that the Directory has always been well received, with many people keeping a copy in their barn, truck and house, so that they have a quick reference available whenever they might need to.

The format for the 2022 version will remain the same, however, due to increased printing costs it is necessary for us to slightly increase ad costs. To help offset the increase, for those purchasing a ½ page and full page ads, we will automatically include a *yearly DEC membership*.

We will still need to know the categories under which you would like to be listed along with your location, a contact person and phone number. *Don't miss participating in this Directory.*

Beginning in August, we will start accepting ads and listings for the Directory. If you would like to appear in the 2022 Directory, please contact Ken Horeis at 302-270-2648 or at kenhoreis@yahoo.com for questions. You may also contact any Board member or active member to submit your ad. *Remember*, the prime ad spots (inside front and rear cover, rear cover and center pages) are a first come first served basis and are color only, so don't hesitate.

Attached is the 2022 Delaware Equine Industry Directory application and price list. To view a copy of the 2020 Directory you can go to our website at www.delawareequinecouncil.org and click on Directory.

Our deadline for this year is October 30th, so don't put this off until the last minute. The ads must be camera ready, or we can develop an ad for you at a slight additional cost. We look forward to providing you with a quality Directory.

Sincerely,

Ken Horeis

President, Delaware Equine Council

2022 Delaware Equine Industry Directory Application

Please check the Ad size that you have chosen:

- | | |
|--|----------|
| <input type="checkbox"/> ¼ page Black & White ad (4 ½” wide x 1 3/16” deep) --- | \$60.00 |
| <input type="checkbox"/> ¼ page Color ad (4 ½ “ wide x 1 3/16 “ deep) ----- | \$120.00 |
| <input type="checkbox"/> ½ page Black & White ad (4 ½ wide x 3 11/16” deep) --- | \$80.00 |
| <input type="checkbox"/> ½ page Color ad (4 ½” wide x 3 11/16” deep) ----- | \$160.00 |
| <input type="checkbox"/> Full Page Black & White (4 ½ ‘ wide x 7 ½” deep) ----- | \$125.00 |
| <input type="checkbox"/> Full Page Color ad (4 ½” wide x 7 ½ “ deep) ----- | \$250.00 |
| <input type="checkbox"/> Inside Front or Rear Cover - Color ----- | \$375.00 |
| <input type="checkbox"/> Center Full Page – Color ----- | \$350.00 |
| <input type="checkbox"/> Back Cover – Color ----- | \$450.00 |

Single line listings will be FREE, however we still need the information for the category that you wish to be listed under, as well as location and phone number.

Back cover, Inside Front & Rear Cover & Center Pages sell first come, first served basis.

Please fill out all sections that best apply to your listing or advertisement:

Name of Business, Service, or Organization :

Type of Service :

Contact (full name please) :

Mailing address :

City :

State :

Zip code :

Email :

Phone Number :

Please provide with your listing (s) which categories that it needs to be listed under. Ads should be received no later than October 30, 2021.

Ads and application may be submitted on-line via email or mailed to **Ken Horeis, 3822 Fox Hunters Road, Harrington, DE. 19952**

Payments can be made via PayPal or checks made payable to **Delaware Equine Council.**

Half and full page ads will automatically receive a 1 year DEC membership.

Ads must be **camera ready** and can be Emailed (jpeg) to Ken at kenhoreis@yahoo.com
Ads can be developed for you at an additional charge. Contact Ken at (302)-270-2648