

**AMERICAN QUARTER HORSE OWNERS**

171,899	AMERICAN QUARTER HORSE OWNERS	\$120.00/M	UNIT OF SALE:
	NON-PROFIT RATE	\$85.00/M	\$95.00 AVERAGE
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	GENDER: SELECTABLE

AMERICAN QUARTER HORSE OWNERS ARE FROM THE EQUINE ANIMAL HEALTH CERTIFICATIONS MEMBER DATABASE. THE AMERICAN QUARTER HORSE IS THE MOST POPULAR BREED IN THE UNITED STATES TODAY. ITS NAME CAME FROM ITS ABILITY TO OUTDISTANCE OTHER HORSE BREEDS IN RACES OF A QUARTER MILE OR LESS. IT IS WELL KNOWN AS A RACE HORSE AND FOR ITS PERFORMANCE IN RODEOS, HORSE SHOWS AND AS A WORKING RANCH HORSE.

MINIMUM: 5,000  
SAMPLE REQUIRED

HORSE OWNERS, BREEDERS AND PROFESSIONALS ACROSS THE NATION HAVE USED THIS ANIMAL HEALTH REGISTRY SINCE 1999

THRU: FEBRUARY 18  
NEXT: SEPTEMBER 18

TO PROVIDE VETERINARIANS, ANIMAL HEALTH AUTHORITIES AND HORSE OWNERS TEST RESULTS AND DOCUMENTATION TO ALLOW LEGAL TRANSPORT OF THEIR HORSES BOTH INTERSTATE AND INTRA-STATE.

THESE ENTHUSIASTIC HORSE OWNERS AND PROFESSIONALS CERTIFY AND DOCUMENT THEIR HORSES FOR TRANSPORT TO HORSE SHOWS, RACES, SALE EVENTS, RODEO'S AND BOARDING STABLES AS WELL AS TRAINING FACILITIES AND EQUESTRIAN EVENTS NATIONWIDE.

AMATEUR, NOVICE AND PROFESSIONAL HORSE OWNERS ARE REQUIRED TO PROVIDE VETERINARIAN CERTIFIED COGGINS TEST RESULTS BEFORE TRANSPORT IS LEGALLY APPROVED BY MOST STATES AND ANIMAL HEALTH AUTHORITIES.

THESE AMERICAN QUARTER OWNERS REQUIRE SADDLES AND TACK, EQUINE HEALTH SUPPLIES, WORMER, VACCINES AND SUPPLEMENTS, BOOTS AND APPAREL AS WELL AS STABLE EQUIPMENT AND EQUINE FENCING SYSTEMS. THEY ALSO ROUTINELY PURCHASE EQUINE RELATED GIFTS, TRAILERS, HOW-TO BOOKS AND VIDEOS AND GROOMING SUPPLIES.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% DIRECT REGISTRATION FOR SERVICES

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**AMERICAN QUARTER HORSE OWNERS (CONTINUED)**

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
AGE, INCOME, LOR, DONORS	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

**\*\*\*USAGE\*\*\***

AIG INSURANCE	EQUINE AFFAIRE	SCHNEIDER'S SADDLERY
ASPCA	QUAD GRAPHICS MEDIA	
BEST FRIENDS ANIMAL SOC	REEVES INT'L/BREYER HORSE	

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