



BREEDER'S GUIDE

In response to the explosion of growth in the rope horse industry, *The Team Roping Journal* is introducing a special opportunity for breeders, stallion owners and specialists within the industry to market and promote their horses and their services to the most captive audience in team roping.

WHY NOW?

With the explosion of the Ariat World Series of Team Roping's payouts and the growth of the rope horse futurity industry, the demand for top level horses has never been higher. Ropers across the globe are searching for ways to maximize their horsepower, while a shortage of high-caliber horses exists. They're turning to breeding and raising their own, looking to build on the horses already in their programs. Ropers are searching for premium prospects, proven broodmares and the best studs in the game to help guarantee big wins for years to come. **What's more**, *The Team Roping Journal's* coverage of NFR-qualifiers' horses' pedigrees remains its most-read story year after year on teamropingjournal.com, demonstrating the audience's excitement for the horse-breeding business and passion for the development of quality horse flesh. Last year's guide was the first chance for the rope horse industry to come together this way, and readers are clamoring for more in 2021.

What you'll receive

- Half or full-page ad within or near Breeder's Guide in March 2021 issue of TRJ
- 100 or 200 word editorial write up with 1/4 page photo, promoting specific stallion, breeding program or breeding services
- Link in a PDF in custom e-blast to TRJ email list
- Post across TRJ's digital and social channels to Breeder's Guide.

DEADLINE:

Ad materials and high resolution photo due by Jan. 15, 2021, with TRJ editors submitting copy for approval by Jan. 22, 2021.

COST:

Full page = \$1,500
1/2 pages= \$895