

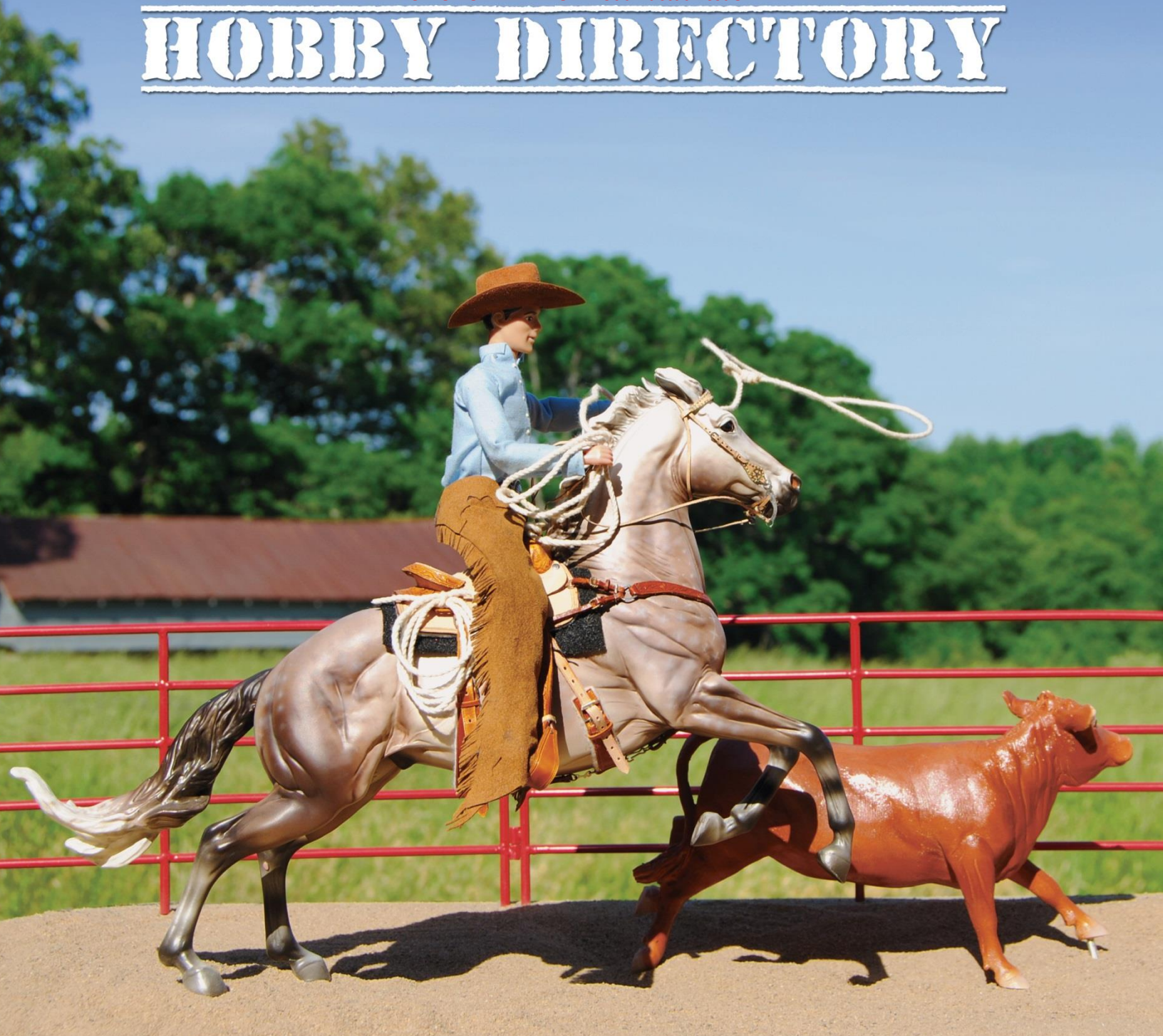


DIRECTORY OF ARTISTS, TACKMAKERS, PREPPERS, PROPMAKERS, DEALERS AND MORE!

2015

PROMOTIONAL DEMO – Not an actual issue

HOBBY DIRECTORY





Chinook Studios

Equine Art by Mel Miller

Look for these
horses and more
at auction 2014-2015

chinookart.com
facebook.com/chinook.mel

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Some Candid Notes Here

While the tentative category listings here will have to be decided when I officially start taking listings in July; they are totally up for suggestion. The only thing I really want to do is break out 1 category specifically: Commissionable Artists. Because this is one big area people are looking to find artists in. I also felt that Customizers followed well as a similar need that's often asked after, but isn't always clearly broken out. I do realize that many people will want to be in several categories and this is fine and should be encouraged.

Also, regarding "Organizations for free". This is such a slippery slope it feels like but of course I just can't leave them out & I can't ask most for even the \$10 fee. Every page not devoted to sold ads however gets into pushing this directory into the red however. Any suggestions here welcome, the pricing I'm going with is about half or less in cost than similar directories put out for the horse world that are printed on similar or lesser quality materials.. but is the bare minimum needed to make this magazine pay its costs & shipping to me.

I've been trying to decide about shipping to a vendor if they provide a SASE. 1500 will disappear at BF very fast... I would also like to have the magazine online as a "Flip Book" style format to make it more worthwhile to vendors to want to be included. The costs here can get pricey too. Suggestions greatly appreciated there as well!

Brief Editor's Note and Disclaimers Here or Above Right

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SAMPLE DIRECTORY PAGE CATEGORY

Name of Sample Prop Making Business

Type of model horse business offered, in 40 words or less, using the form provided. Listing prices on next page.

Website, one line

Email or Phone contact

Name of Sample Prop Making Business II

Type of model horse business offered, in 40 words or less,

Website

Email or Phone contact

ARTIST RESIN MOLDING & CASTING

Mountain View Studios Inc.

Resin casting and molding services. 15 years of experience specializing in horses for the model horse hobby.

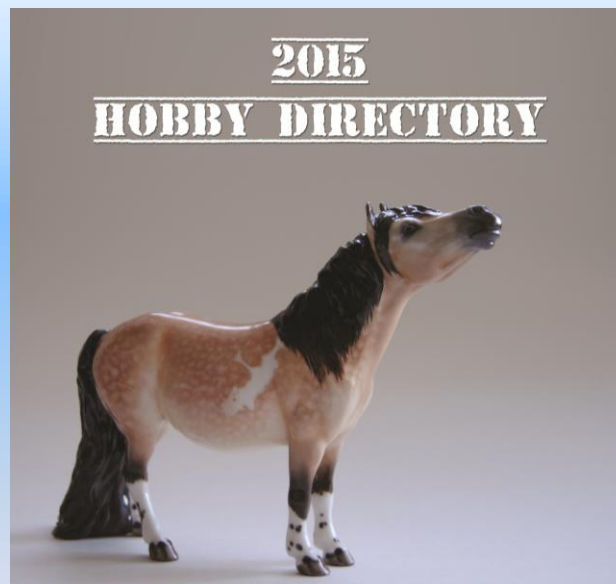
www.mountainviewstudios.net

Contact: Will and Sheri Rhodes, 550 Old Newport Hwy, Greeneville TN 37743

sheri@mountainviewstudios.net, 423-588-5109

PREFORMATTED PHOTO ADS - 4 LINES OF TEXT

Set limits on photo sizes and # of words. Stand out with an image of your product that people spot right away!



Also will be happy to provide hobby graphic designer recommendations.

FULL AND HALF PAGE ADS WITH FULL BLEED. SEE NEXT PAGE FOR SIZING AND PRICING

Q U A R T E R M E I S T E R

SCULPTED BY MORGAN KILBOURN
AVAILABLE IN RESIN UNTIL SEPTEMBER 2014

TO ORDER VISIT
WWW.ARTBYMORGAN.COM



HOBBY GRAPHIC DESIGNERS

Dune Design Studio

Graphic design company specializing in services for equine and canine businesses. Websites, advertisements, copywriting, and more! See our special ad design offer for the 2015 Hobby Directory - get a professionally designed ad for a fraction of what we usually charge!

<http://www.dunedesignstudio.com>

Contact: info@dunedesignstudio.com

Name of Sample Design Business

Type of model horse business offered, in 40 words or less, using the form provided. Listing prices on next page. us quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem

Website, one line

Email or Phone contact

Name of Sample Design Business

Type of model horse business offered, in 40 words or less, using the form provided. Listing prices on next page. us quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem

Website, one line

Email or Phone contact

OTHER ARTISIAN

Dune Design Studio

Graphic design company specializing in services for equine and canine businesses. Websites, advertisements, copywriting, and more! See our special ad design offer for the 2015 Hobby Directory - get a professionally designed ad for a fraction of what we usually charge!

<http://www.dunedesignstudio.com>

Contact: info@dunedesignstudio.com

COMMISSION PAINTERS

Equine Confections Studio / Heather Bullach

Offering finishwork of the finest quality, working in a variety of media to best achieve the desired effects, from the softness of pastels, to the richness of oils, to the fine detail of acrylics.

www.equineconfectionsstudio.com

equineconfectionsstudio_heather@yahoo.com

SUBMITTING DIRECTORY LISTINGS

Go to www.ModelHorseDirectory.com and use the form provided to submit your listing, or, send the following to editor@modelhorsedirectory.com

Subject: Directory Submission

Email Content:

1. Business Category
2. Business Name
3. Description in 40 Words or Less
4. Website
5. Contact information (email, phone and mailing address if you wish)

Organizations allowed a directory listing for free under "Organizations". More than one category may be used per business HOWEVER every new category is a new \$10 listing and needs to be submitted separately.

The following directory categories are available (others MAY be considered):

- Artist Resin Molding & Casting
- Artisans Other
- Artist Resin Sculptors
- Hobby Graphic Designers
- China Artist
- China Glazing
- Commission Painters
- Customizers
- Dealers Online
- Dealers Store
- OF Manufacturers
- Organizations (Text Listings for free)
- Prepping
- Prop Makers
- Supplies and Tools
- Web Forums & Resources

SEEING IS BELIEVING.
PRINT IS THE NEXT BEST THING.



AD PRICING AND SIZES ON THE NEXT PAGE
FINISHWORK BY HEATHER BULLACH
WWW.EQUINECONFECTIONSSTUDIO.COM

FULL SIZE ADS THAT COME TO LIFE.

AD PRICING & SIZES

Three types of listings will be offered. As a resource to the hobby, the more directory listings we get the better so these will be priced at \$10 ea. but you are encouraged to take as many listings as possible.

Display ads are what will make this resource appealing to newcomers to the hobby who may not be familiar with your area of skills. To help offer options to those who don't have graphic design skills we're offering typical display ads OR "Preformatted Photo Ads" as shown on page 2 above. Details on specs for each follow.

Ad Size / Type	Specified Size (Specs)	Price
Directory Listing	5 Lines max in predetermined categories (may be merged or split as needed)	\$10
Preformatted Photo Ad (Quarter Page only)	Quarter Page, Photo must be 300 dpi 3.55" wide by 3.75" tall to ensure quality printing. 4 Lines of text and layout/design costs included (2 rounds of proofing maximum). \$10ea for additional design rounds or changes to photo or text.	\$55
PRINT READY ADS (BELOW) → DESIGNING YOUR AD IS NOT INCLUDED IN THE PRICES BELOW. TO HELP YOU A FEW INDEPENDENT GRAPHIC DESIGNERS FOR HIRE ARE LISTED IN THIS PROMOTIONAL DIRECTORY		
Quarter Page Display Ad (Vertical Orientation)*	Not Full Bleed, must be 300 dpi TIFF or JPG format, 5" tall by 4" wide	\$40
Half Page Display Ad (Horizontal Orientation)*	Full Bleed - see trim guidelines to ensure your text isn't cut off. Must be 300 dpi TIFF or JPG format, 5.2" tall by 8.75" wide	\$80
Full Page Display Ad	Full Bleed - see trim guidelines to ensure your text isn't cut off. Must be 300 dpi TIFF or JPG format, 11.25" tall by 8.75" wide	\$150

**Other orientations possible but will be narrower & are only going to be offered on a limited basis as they are very non-standard in this layout.*

Special Limited Spots	Specified Size (Specs)	Price
Back cover Full Page Display Ad (1 available)	Full Bleed - see trim guidelines to ensure your text isn't cut off. Must be 300 dpi TIFF or JPG format, 11.25" tall by 8.75" wide	\$500
Inside front cover Full Page Display Ad (1 available) faces table of contents	Full Bleed - see trim guidelines to ensure your text isn't cut off. Must be 300 dpi TIFF or JPG format, 11.25" tall by 8.75" wide	\$450
Inside rear cover Full Page Display Ad (1 available)	Full Bleed - see trim guidelines to ensure your text isn't cut off. Must be 300 dpi TIFF or JPG format, 11.25" tall by 8.75" wide	\$350

Excellence
IS NEVER AN ACCIDENT.



When only *the best*
in ad design will do.

2015 Model Horse
Directory

*Special Offer**

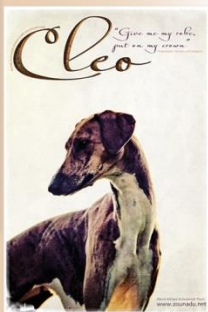
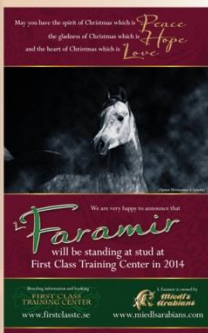
Full Page **\$100****

Half Page **\$75****

Quarter Page **\$50****

*Pricing includes initial draft, up to two revisions, and print-ready ad.
Customers living within the European Union must add 25% VAT.

**Directory submission fee is *not* included.



More information at:

www.dunedesignstudio.com/mhd.html

Maria Hjerppe

Bachelor's Degree in Graphic Design & Communication.
Model horse hobbyist since 1985.

INFO@DUNEDESIGNSTUDIO.COM
WWW.DUNEDESIGNSTUDIO.COM

dune
DESIGN STUDIO





Equine Confections Studio

finishwork by Heather Bullach

www.equineconfectionsstudio.com



Preformatted Photo Ads –Example 2

Set limits on photo sizes and # of words. Get noticed faster with your eye catching photo!



A few basic design options will be created – color gradients and font treatments such as this.



Preformatted Photo Ads –Example 3

Set limits on photo sizes and # of words. Micro-detail? Make your point better! A picture is worth a thousand words!

Also will be happy to provide hobby graphic designer recommendations.

A few basic design options will be created – color gradients and font treatments such as this.

Half page sized ad width 8.75 inches

(this includes room for the page bleed, the recommendation is that the design leaves .125" of safe space for trim)

PUBLISHING TERMS & RECOMMENDATIONS:

← Bleed - Any element that prints to the edge of a printed piece must extend to this line

← Trim Line - final trim size ordered

← Safe Zone - no TEXT beyond this line

Half page sized ad height 5.2 inches

(this includes room for the page bleed, the recommendation is that the design leaves .125" of safe space for trim)

FOR HALF PAGE ADS ONLY

Full page sized ad width 8.75 inches

(this includes room for the page bleed, the recommendation is that the design leaves .125" of safe space for trim)

Full page sized ad height 11.25 inches

(this includes room for the page bleed,
the recommendation is that the
design leaves .125" of safe space for trim)

FOR FULL PAGE ADS ONLY

PUBLISHING TERMS & RECOMMENDATIONS:

← Bleed - Any element that prints to the edge of a printed piece must extend to this line

← Trim Line - final trim size ordered

← Safe Zone - no TEXT beyond this line

Excellence
IS NEVER AN ACCIDENT.



Choice,
not chance,
DETERMINES YOUR DESTINY.

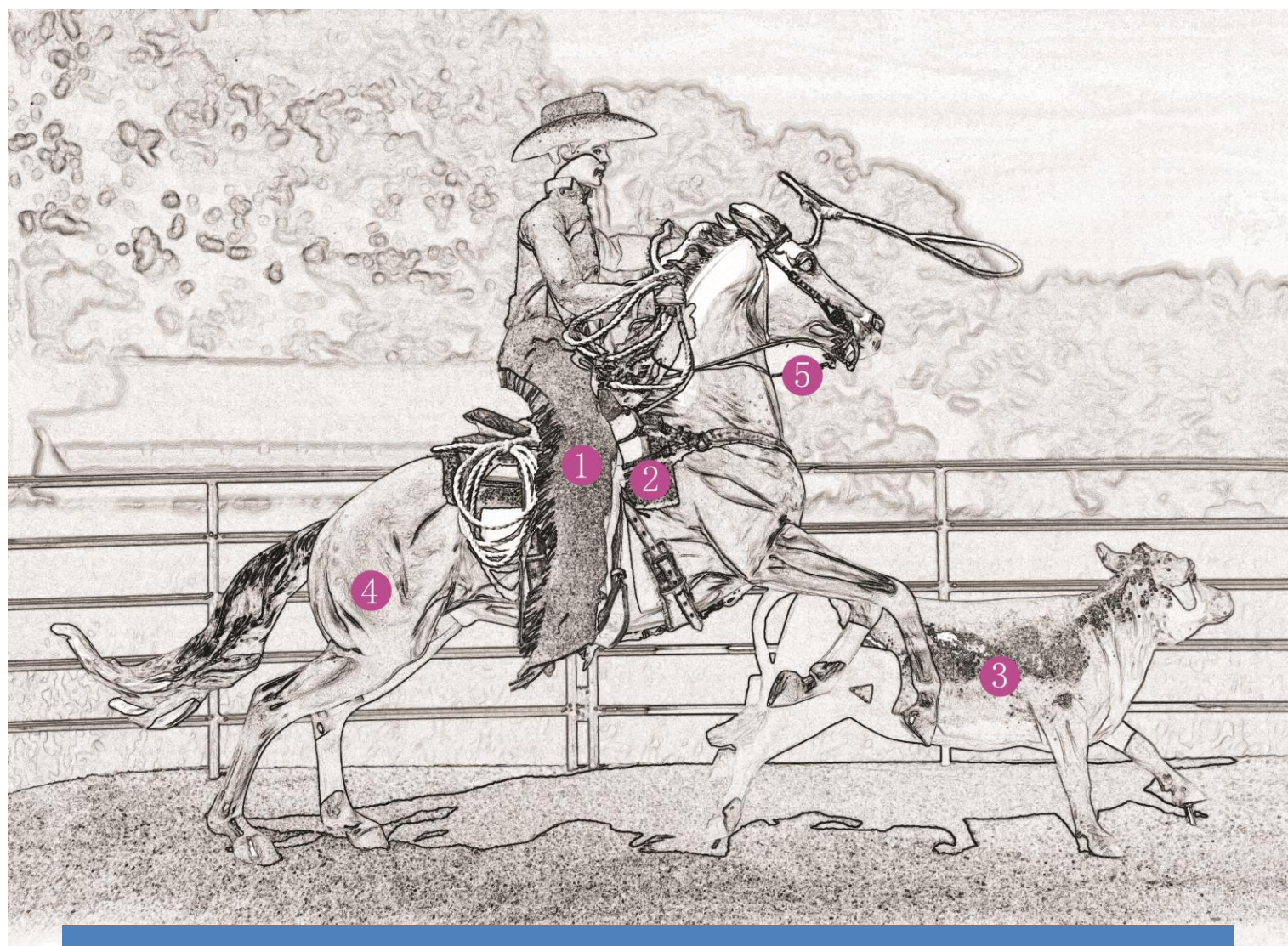
KALAA
STUDIOS

Exceptionally limited production. Absolutely limitless potential.
WWW.KALAASTUDIOS.COM





Maggie Bennett Sculpture
<http://www.maggiiebennett.com>



ABOUT THE COVER

1. Doll by Anne Field www.fieldofdolls.com
2. Saddle By Kirsteen Haley
3. Cow by Carol Herden <http://www.cmherden.com/>
4. Horse by Breyer Model Horses for the 2014 Premier Club https://www.breyerhorses.com/2014_premier
5. Bridle by Charlotte Pijnenburg <https://www.facebook.com/CharArt1?filter=3>