

Carolina Crossties | 2007 Media Kit



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**Carolina Crossties** is an Equestrian Marketplace, providing horse owners, trainers, vendors, competitors, enthusiasts, breeders and pleasure riders the perfect place to find what they are looking for. Whether it be advertising a Top 10 Breeding Stallion, finding a child's first pony, selling the farm, or searching for a new towing vehicle, Carolina Crossties is an ad-based publication featuring standard classifieds, photo classifieds, display advertising, calendar listings and business directories.

For those who make horses their hobby, their life or their business, Carolina Crossties proves to be a valuable resource for the equine industry in North Carolina, South Carolina and the South East.

Carolina Crossties will make its debut in March 2007, with 10,000 issues and over 500 distribution points including feed stores, tack stores and stables. The goal is to increase circulation to 30,000 issues and over 1000 distribution points in the first year and looks towards the advertisers and individuals to help make that a reality.

In addition to the ad-based content, Carolina Crossties will feature one Stable Community or Recognized Athlete (horse or rider) on the cover and as a feature article each month.

If you would like your farm, team or recognized horse/rider featured in our publication, contact us at [feature@carolinacrossties.com](mailto:feature@carolinacrossties.com).

For advertising opportunities, contact: [ads@carolinacrossties.com](mailto:ads@carolinacrossties.com)



The United States Equine Industry is one of the largest, and fastest-growing industries in the country. With over **9.2 Million** horses across the nation, and an estimated worth of over **\$102 Billion**, horses represent economic stability. Additionally, over **7.1 Million** Americans are involved in the horse industry for recreation or business.

The **Southeast** continues to be one of the largest areas representing the U.S. Equine Industry, with well **over a million horses**.

#### **In North and South Carolina alone:**

The Equine Population is over **325,000** head;

The value of the Equine Industry is over **\$1,330,000**;

**70%** involved in the horse industry are college educated;

**63%** involved in the horse industry have been for over 11 years;

**91%** involved in the horse industry are between the ages of 19-60;

**28%** involved in the horse industry have a HHI of over \$100,000;

**60%** of the equine population are involved heavily in competition

Additionally, the land associated with equine operations is well over **700,000** acres, averaging **17** acres per operation in the Carolinas. In North Carolina alone, there are over **34,000** horse owners, a quarter of which board their horses at training or boarding facilities in the state.

\*Statistics acquired from the American Horse Council & North Carolina Horse Council



Carolina Crossties is dedicated to helping those in the Equine Industry make the most of their investments. Whether this be a new breeding stallion to enhance your program, a new product line, or a brand new store, Carolina Crossties wants to maximize your visibility in the market, and give you the most for your advertising investment.

One of the many ways that Carolina Crossties strives to make this possible is by offering a Theme for each issue published. If your company, service, product or farm falls under the specific category of an issue, and you wish to take advantage of our Focus Program, please review the details below.

Our Focus Program is exclusive for specific industry categories. While the umbrella of each category is wide, you may only take advantage of the Focus Program if you qualify for the Theme of a specific issue.

### **The Carolina Crossties Focus Program**

Cost **\$275**

What You Get:

- (1) Full Color Half-Page Ad (\$330 value)
- Highlighted, Categorized Business Listing
- Featured Reciprocal Website Link (for the month)
- Voucher for 10% off next Display Ad Reservation

### **Themed Issues**

January	Stallions + Breeding
February	Stables + Real Estate
March	Grooming + Show Preparation
April	Youth
May	Racing
June	Eventing
July	Dressage
August	Rodeo + Western Pleasure
September	Endurance Racing
October	Driving
November	Ready For Winter
December	Transportation



Carolina Crossties wants to give local equestrians the opportunity to share with others what sets them apart in the industry. With the aim to showcase the very best, Carolina Crossties opens up its cover and a two-page spread to one special horse, rider, athletic combination or equestrian facility each month. A Staff photographer will come to you and spend the day photographing your horses, your farm, your riders, or whatever aspects you find most important to your purpose. Finally, an article spread and cover shot will combine to give you the best visibility possible, and all for \$50 more than the cost of a display ad.

To apply for a Feature Program, fill out the Feature Form and submit with payment to your Sales Executive. First come, first serve.

## The Carolina Crossties Feature Program

Cost \$450

### What You Get:

- Full Color Photo of Stable, Horse or Rider on COVER
- Cover Tag with Inside Page Reference to Feature Article
- Two-Page Full Color Spread Including Article and Photos
- Highlighted, Categorized Business Listing
- Featured Reciprocal Website Link (for the month)
- Three Vouchers for Free 30-Word Classified Ads
- Voucher for 10% off next Display Ad Reservation

## FEATURE

### CAROLINA CROSSTIES APRIL FEATURE

## Whitehaven Plantation shows that Egyptian Arabians are more than just a pretty face

Whitehaven Plantation has been in the Lucas family for over 100 years. Snuggled in the middle of South Carolina, this century-old plantation is home to some of the world's rarest horses – the Egyptian Arabian. Egyptian Arabians comprise less than 3% of all Arabian horses in the world, and are known for their beauty, intelligence and versatility.

Whitehaven Plantation (named after David Lucas's ancestral roots in Whitehaven, Cumberland, in the United Kingdom) boasts two barns, more than 200 acres of land, a covered arena, jump course and breeding facilities. At any time, the farm averages 50 horses on the property, 22 of them being straight Egyptian Arabians owned by Whitehaven. Three Whitehaven Egyptian Arabian stallions stand at stud, and many customer-owned horses also live at the farm for breeding or training.

In addition to managing an intensive competition schedule, Whitehaven also hosts the annual Carolina Challenge, a 30/50/100-mile endurance ride, which is managed by their neighbor and longtime friend, J.D. Fountain. The event is one of the largest endurance rides in the Southeast and is held Thanksgiving weekend, rain or shine. Whitehaven Egyptian Arabians excel at nearly everything, from halter to western pleasure, flat racing to sport horse events. They win dressage tests, show hack classes and at endurance rides. They succeed locally, regionally, nationally and internationally.

#### MARTHA & DAVID LUCAS

David and Martha Lucas have been breeding Egyptian Arabians for 20 years and find that with every year that passes, their passion for these remarkable horses grows. They are enthralled with the history behind the Egyptian Arabian, their affection for humans and their beauty, brains and athletic ability.

As a past governing member of the former Arabian Horse Registry of America and past president and Trustee of the Pyramid Society, Martha has worked diligently for the Arabian Horse and particularly the Egyptian Arabian and counts her years of service as a pure joy. David also served on the Board of the Pyramid Society and the Arabian Horse Trust, so their involvement in the industry has definitely been



Whitehaven broodmare and 2006 Egyptian foals



Stallion WH Bodacious and Trainer Trisha Blackwell showing First Level Dressage, Egyptian Event, 2005

a joint effort. Breeding Egyptian Arabian Horses is considered an art and David and Martha have carefully studied bloodlines for years and have carefully chosen what they believe are the most desirable individuals to produce successful results.

Martha Lucas remarks, "We are dedicated to preserving classic Arabian type, but we are not content with just a pretty horse." "My Mother always told me that 'pretty is as pretty does' and I believe that sentiment holds true with our Arabians." Athletic ability and disposition are also key in the Whitehaven breeding program.

"All of our horses are trained in some type of performance discipline," remarks David Lucas. "They are all started in dressage and then they are reevaluated to find what discipline suits them best." "Horses that have a job to do, work that challenges both mind and body makes for a happier horse... We may start them in halter, but when they are three ground work begins and they are broken to ride."

David and Martha's "home" within the Arabian industry is The Pyramid Society. The Pyramid Society is a fraternal organization that promotes, protects and perpetuates the Egyptian Arabian Horse. Their offices are located in Lexington, Ky. "We have made lifelong friends through The Pyramid Society and we always look forward to gathering with breeders throughout the year at all the Pyramid Society sponsored events. There is, of course, spirited competition between all of us as we exhibit our horses, but we remain a very tight knit group of people who admire and revere the Egyptian Arabian," says Martha Lucas.

There is nothing more enjoyable for David and Martha than to take visitors around the farm and introduce them to their horses. They extend an open invitation to all to spend a day with them and their majestic Egyptian Arabians at Whitehaven Plantation.

#### TRISHA BLACKWELL

Trisha comes to Whitehaven with extensive experience in

Dressage and Three Day Eventing. As a junior rider, Trisha competed at the CCN level and qualified for the North American Young Riders Championships with two horses. At this time, she also competed through Second Level Dressage with a variety of mounts and at local hunter/jumper shows. She has experience riding Thoroughbred racehorses on the track, as well as managing the Thoroughbred breeding farm CAMDEN STUD for two years.

Although new to the Arabian world, Trisha is quickly moving up the ranks. She and the farm's stallion WH BODACIOUS have won ribbons at "A" circuit shows in Western Pleasure, Hunt Pleasure, Dressage and Show Hack...all within his first 10 years of training. Under her guidance, Bodacious was named Reserve High Point Furbred Horse in the Open Division in the Central Piedmont Arabian Horse Association for 2005. He was also the 2003 Egyptian Event Reserve Champion in Western Pleasure and the 2003 OPHA Reserve Sport Horse Stallion. Trisha also raises and trains the farm's Minstrel so Desert Sword, in Endurance. In their first 30 mile race, the pair finished Top 10, then went on to the win The Pyramid Challenge 25 mile ride and place 2nd out of 108 entries in the Billmore Fall Fling 30 mile race. Most recently, they won the Hallelujah Bennett 25 Mile Ride in a record 1 hour 4 minutes! In his first year competing as a three-year old, her own Thoroughbred FT STRAWBERRY WINE has never placed out of the top three in Hunter Pleasure, and consistently scores in the middle to high 60's in dressage.



Champion Sport Horse Stallion, WH Marengo

Although performance is her first love, Trisha is beginning to make a name for herself in halter as well. WHITEHAVEN's yearling colt WH MARENGO placed 3rd in his very first halter class with Trisha on the lead, and he is undefeated in Sport Horse in Hand competition. Trisha has an excellent reputation coaching riders and teaching lessons to equestrians of all levels of expertise, and in many different disciplines such as Western Pleasure, Hunter Equitation, Endurance, Halter, Jumping, and Dressage. Our clients, borders and students enjoy great success in the show ring, and have wonderful relationships with their horses under her tutelage.

**CONTACT WHITEHAVEN PLANTATION**  
trisha@whitehavenplantation.com  
803-559-5501  
3652 Bethune Highway  
Bishopville, South Carolina



challenging at times, they are truly one of the most versatile athletes in the equine industry. They excel in multiple disciplines because of their size, flexibility, athleticism and state of mind. They are great Youth mounts, stunning halter horses, and unstoppable endurance competitors.

The horses of Whitehaven have shown in many different disciplines, and most of the animals compete in more than one as individuals. Aside from being valued members of the Lucas family, the equine residents of Whitehaven Plantation have brought home ribbons, trophies, prize saddles, statues and monetary awards, enough to fill several rooms, and be displayed on the walls of the both the barn, and the homes of the people who love them. Below is a list of just some of the areas that the Whitehaven horses, and other Egyptian Arabians across the country, have excelled in.

Native Costume	Reining
Flat Track Racing	Dressage
Endurance Racing	Eventing
Driving	Halter
English Pleasure	Sport Horse
Western Pleasure	Youth Programs

For more information on Egyptian Arabians, or if you are interested in purchasing one of the areas that the Whitehaven horses, and other Egyptian Arabians across the country, have excelled in.

For more information on Egyptian Arabians, or if you are interested in purchasing one of your next pleasure or competitive partner, email Trisha Blackwell: trisha@whitehavenplantation.com

For more information, email [feature@carolinacrossties.com](mailto:feature@carolinacrossties.com)

Below are examples of each ad type available in Carolina Crossies



Standard Classified Ad

Highlighted Classified Ad

FOR SALE & LEASE

Carolina Crossies | April 2007

**Horse Transportation** - New England and tri-state area. Licensed and insured. Call Steve for rates. 860-749-6320

**Horses For Sale** - Top quality horses with superior manners to match located in nearby NC. These beauties have it all and theyâ€™re ready to go! 302-447-1769

**8 Year Old** - 16 hand, Thoroughbred mare, bay, nice disposition, \$4,000 or best offer. 860-379-9171

**Two Wheeled Wooden** - Houghton cart for horse, \$800. Cute pony cart with rubber tires, \$100. Both in good condition. 860-824-7563

**Stalls available** in new barn. All day turnout, large indoor/outdoor, miles of trails. Secluded 30 acres. Relaxed and friendly atmosphere.

**Locust Posts, Split Rails** - Lumber up to 25', pole barns, decks, docks, raised beds, natural chemical free alternative to pressure treated that lasts a lifetime. 518-883-8284

**Must Sell Beautiful** - 3 bedroom, 2 bath ranch, deck, screened porch, fireplace, 2 car garage on 2.8 acres. Underground waterline to barn foundation, excellent school, borders conserved land, \$280,000.

**Beginner Instructor** - Huntseat equitation program. 860-349-8728.

**On Farm Partial Lease** - Handsome, gray, 16.2 hand Trakehner gelding. Good 1st level horse. Loves fields and trails. 860-441-5113 (days)

**Irish Sports Cart** - Two wheeled completely restored, wicker in beautiful original shape, 61" shafts 37" wheels. Very dandy, \$2,200. 914-232-9439

**Stalls Available** - Full board, daily pasture turnout, riding ring, trail on and nearby, private and quiet, \$300 monthly. 203-888-4074

**1997 Gooseneck 2 Horse** - Trailer with dressing room, straight load, large windows and ramp, excellent condition, \$9,500 or best offer. Pony western show saddle, \$250. 17 1/2" dressage saddle Keifer, \$350. 1996 Chevy pick-up, 3/4 ton, single cab, 4X4, needs some brake work, excellent condition, 119,000 miles, \$8,500 or best offer.

**Barn For Lease** - 10 stall barn with loft and tack room. 70'X140' sand ring. 860-423-3474

**Stalls Available Full Service** - Southern County, 180'X240' light sand ring, 80'X100' groomed grass ring, all day turnout, own land farm on premises, 40 years experience. 860-868-6006

**Private Barn Beautiful** - Quiet setting, large matted stalls, heated barn, all day turnout, indoor, access to trails, leasing available. 203-393-9759

**Shavings For Sale** - Quality white pine, 3.4 cubic feet, you pick up. 860-267-0945

**Arabians For Sale** - All ages and disciplines. Sweepstakes futurities. Prices reasonable. 860-450-1587

**Semi-furnished room** for rent. Private bath, cable and kitchen privileges. Non-smoker only! \$500 per month negotiable if experienced with kennel and barn chores. 860-668-6131 or 860-716-5564

**Used 8' Fluorescent** - Light fixtures and bulbs. Good for barns, garages and workshops, \$5 each. Used ceiling fans, \$10 each. 860-376-8133

**Stalls For Rent** - All day turnout, outdoor ring, nearby trails, peaceful and quiet. Rough and full board. 401-334-1958.

**Hay Large Bales** - 1st and 2nd cut, \$4.50-\$7 each. Limited 3rd cut available soon. 401-578-4464

**Shagya Arabians** - 2 year old rose grey gelding. Athletic, friendly and sane. Correct mover. Good conformation. Sire excels at endurance. Awesome bone. Should mature 15.2 hand. Fabulous prospect for endurance sports, asking \$4,000. To make 15.2+ hand. Awesome sport horse prospect, asking \$4,000. 917-821-6206.



**FOR SALE - Arabian Colt**  
Bodacious x Kabouterdansk, foaled on April 4, 2006; premier bloodlines, unending potential, gorgeous stride, will mature over 15hh - don't miss out on your next champion! Asking \$7,500 or best offer. 803-248-7561



**FOR SALE - Egyptian Filly**  
Stunning Straight Egyptian filly by Blu Epic and out of Top Ten Mare; Proven in the halter ring, in training under saddle, ready to be finished your way for an award-winning 2007 season! Asking \$35,500 or best offer. 803-248-7561



**building the barn of your dreams,  
for the horse of your dreams.**

FLAMAND BUILDERS, INC.  
www.flamandbuilders.com

Photo Classified Ad

Full Color Display Ad

LAYOUT



## Carolina Crossties on the Web

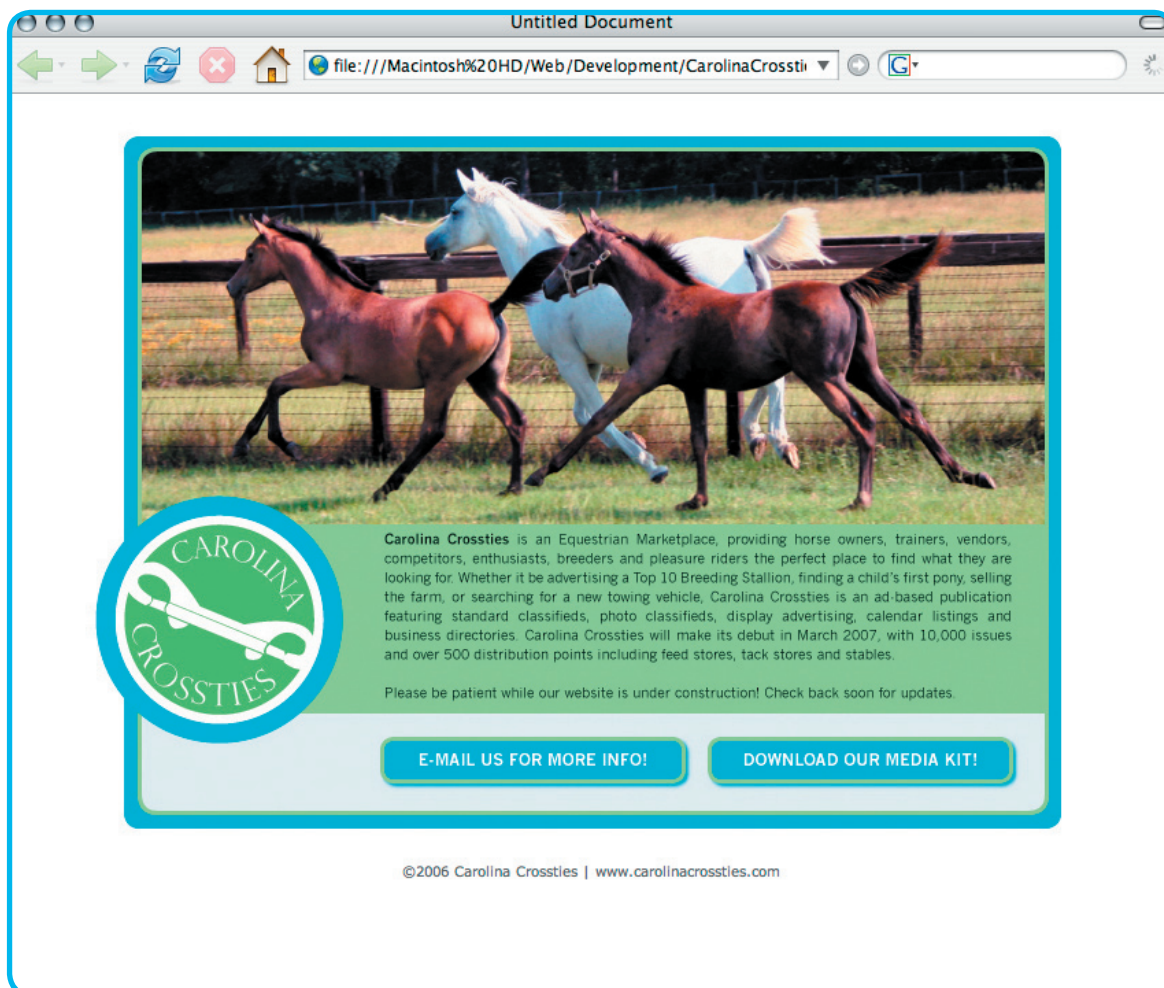
In addition to a printed publication, Carolina Crossties brings its advertisers, features and directory listings to the Web.

Showcasing the best of the Carolina Equine Industry, the website of Carolina Crossties will also be an information resource for advertisers, members of the press, and anyone looking for a comprehensive body of information about the industry.

Following the look of the publication, the website will be of a clean, sophisticated design that is easy to navigate, pleasant to look at, and updated regularly.

Below is an example of what the website currently looks like. When the debut issue of Carolina Crossties is in production, the website will reflect all advertisers and directories that appear in the printed issue. Web-only advertising is also available.

Refer your fellow equestrians to the Carolina's newest online reference for riders, breeders, trainers and businesses.



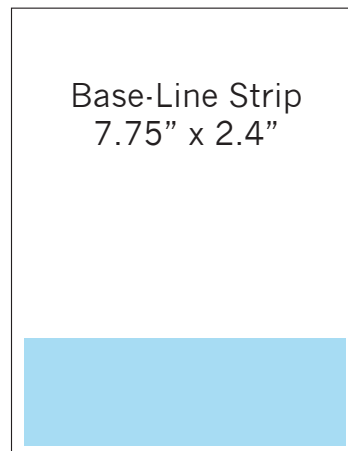
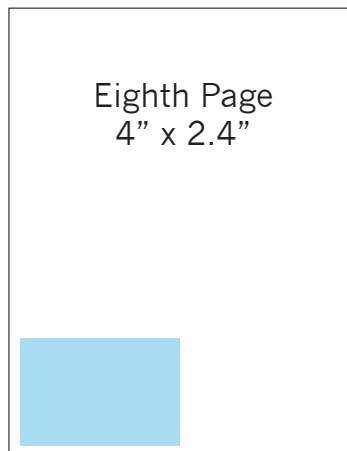
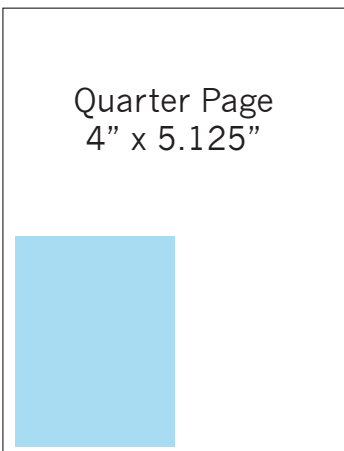
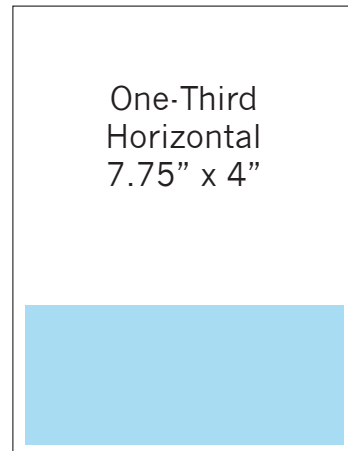
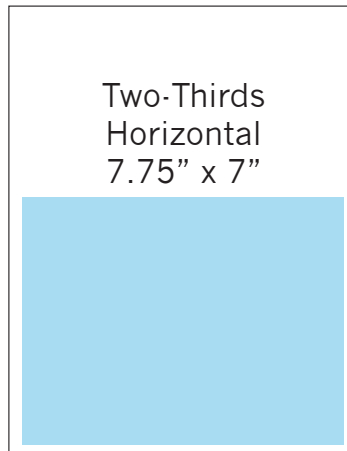
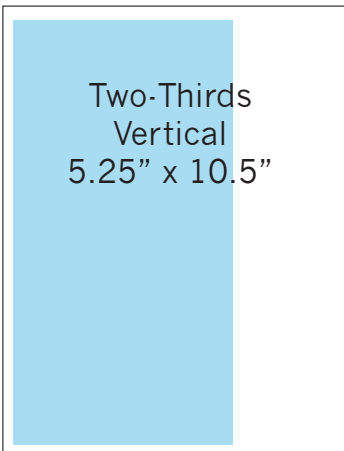
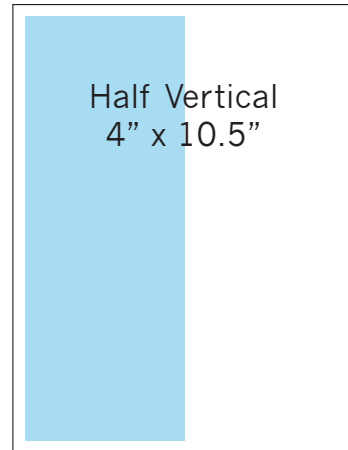
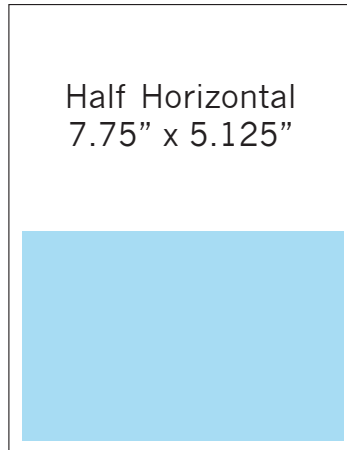
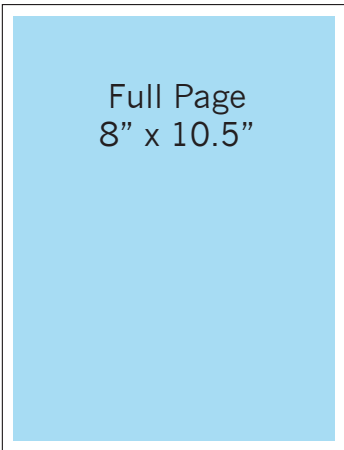
Visit us on the web at [www.carolinacrossties.com](http://www.carolinacrossties.com)

## Advertising Specifications

Accepted file types: 300 dpi, CMYK Pre-Press PDF preferred;  
Also will accept 300 dpi JPEG or TIFF files

All ads are non-bleed

If you have questions regarding ad specifications, e-mail us at:  
[creative@carolinacrossties.com](mailto:creative@carolinacrossties.com)







## Classified Ad Options

*Includes up to 30 words; \$0.30 each additional word*

### Standard Classified

Print Only **\$20** Web Only **\$10** Print + Web Package **\$25**

### Highlighted Classified

Print Only **\$25** Web Only **\$15** Print + Web Package **\$35**

### Photo Classified

Print Only **\$30** Web Only **\$20** Print + Web Package **\$45**

### Stallion Directory Listing

Print Only **\$35** Web Only **\$20** Print + Web Package **\$50**

### Business Directory Listing

Print + Web Package **\$5**

## DISPLAY ADS

Black/White	1x	3x	6x	12x
Full	300	280	260	240
Half V	230	220	210	200
Half H	230	220	210	200
Two-Thirds V	260	245	230	215
Two-Thirds H	260	245	230	215
One-Third H	195	180	165	150
Quarter	150	135	120	105
Eighth	65	60	55	50
Base-Line Strip	110	95	80	65
<b>Spot-Color</b>				
Full	350	330	310	290
Half V	280	270	260	250
Half H	280	270	260	250
Two-Thirds V	310	295	280	265
Two-Thirds H	310	295	280	265
One-Third H	245	230	215	200
Quarter	200	185	170	155
Eighth	115	110	105	100
Base-Line Strip	160	145	130	115
<b>Full Color</b>				
Full	400	380	360	340
Half V	330	320	310	300
Half H	330	320	310	300
Two-Thirds V	360	345	330	315
Two-Thirds H	360	345	330	315
One-Third H	295	280	265	250
Quarter	250	235	220	205
Eighth	165	160	155	150
Base-Line Strip	210	195	180	165

\*Discounted rates for rescue groups and non-profit organizations.

Please fill out the form below to reserve your classified ad.



Stable/Company Name		
Contact Name	Title	
Address		
City	State	Zip
Telephone	Fax	
E-mail	Website	

**Standard Classified [up to 30 words]**

- Print Only **\$20**     Web Only **\$10**     Print + Web Package **\$25**

**Highlighted Classified [up to 30 words]**

- Print Only **\$25**     Web Only **\$15**     Print + Web Package **\$35**

**Photo Classified**

- Print Only **\$30**     Web Only **\$20**     Print + Web Package **\$45**

**Stallion Directory**

- Print Only **\$35**     Web Only **\$20**     Print + Web Package **\$50**

**Business Directory**

- Print + Web Package **\$5**

**Extra Words in Standard Classifieds or Photo Classifieds**

\_\_\_\_\_ words additional x **\$0.30 each word**

**Please select the month(s) you wish your ad(s) to run**

- J    F    M    A    M    J    J    A    S    O    N    D

**Please submit all classified ad content via email to:  
classifieds@carolinacrossties.com**

Total Cost for Insertion: \$

Payment by Check:  Chk. No.     Date  
 Code     Start Date

Please fill out the form below to reserve your display ad space.



Stable/Company Name

Contact Name

Title

Address

City

State

Zip

Telephone

Fax

E-mail

Website

Display Ad Size

Color Options

Full Color

Spot Color

B/W

Placement Preference

Please select the month(s) you wish your ad(s) to run

J

F

M

A

M

J

J

A

S

O

N

D

Display ads may be submitted via email to:  
[ads@carolinacrossties.com](mailto:ads@carolinacrossties.com)

Or you can send your artwork on CD to:

Erica Flamand  
Carolina Crossties  
2337-203 Eden Terrace  
Rock Hill, SC 29730

Total Cost for Insertion:

\$

Payment by Check:

Chk. No.

Date

Code

Start Date

DISPLAY ADS

Carolina Crossties | 2007 Media Kit

Please fill out the form below to reserve your display ad space.



Stable/Company Name

Contact Name

Title

Address

City

State

Zip

Telephone

Fax

E-mail

Website

Yes, I would like to enroll in the Feature Program! [\$450]

**Please select the month you wish to be the Featured Equestrian:**

J  F  M  A  M  J  J  A  S  O  N  D

Yes, I would like to enroll in the Focus Program! [\$275]

**Please select the month you wish to be highlighted in the Theme Issue:**

J  F  M  A  M  J  J  A  S  O  N  D

**Please describe your farm, athlete or business:**

**For more information on Features, contact:**

Erica Flamand

t. 203 901 6035

e. erica@carolinacrossties.com

Total Cost for Insertion:

\$

Payment by Check:

Chk. No.

Date

Code

Start Date