

CANADIAN
ARABIAN HORSE NEWS

Nov. 15, 2011

Dear Arabian Horse enthusiasts,

Since the resurrection of the *Canadian Arabian News* in 2008, it's been our mission to connect, share and celebrate the Canadian Arabian community. The response we've had with each new issue, from fans and readers, has been overwhelmingly positive. Each and every one of our patrons and subscribers has contributed to the continuation of the *News*.

Last year we introduced our **Patrons' Packages**. In an effort to continually provide better service for our advertisers, this year we have made some changes and also have one big exciting new development.

Firstly, we'll be going from four issues per year to two issues per year. The smaller April and October issues will not be disappearing; we will be moving their content and show reporting to the website, CanadianArabian.com. The remaining two large issues, which come out during Scottsdale (February) and Canadian Nationals (August), will be our two printed issues.

Secondly, we have put together an exciting new opportunity for breeders, trainers, and other advertisers. Provided that a minimum advertising quota is reached, the two issues of the *News* will be printed inside the *Arabian Horse Times*, reaching an additional 7000 subscribers and Arabian Horse enthusiasts. Equine Canada and CAHR members are eligible for a special *News* page rate which is a substantial savings over the regular *Times* page rate. *Plus*, the stand-alone *News* will also be handed out at Scottsdale and Canadian Nationals *and* mailed to the entire CAHR members mailing list as it was last year.

If you have any questions about this opportunity, please don't hesitate to contact our Sales Associate, Amanda Ubell (306-228-4517; daretodreamfarm@gmail.com) or Editor Christina Weese (306-931-7187; news@canadianarabian.com).

Please note – the best pricing is available for those who sign up by January 16th.

Thank you!



Christina Weese, Managing Editor
Canadian Arabian News