

Greetings CBUSA Members,

On behalf of the World Draft Horse Network I would like the CBUSA for the opportunity to produce the 2021 Clydesdale News!

My name is Kayle Grott, I am a lifetime member of the CBUSA and have been an active member of the association. Together with my family, we own and operate Briarwood Clydesdales. We have ten head of horses and usually breed, show, and sell our home raised horses. In 2012, I started the World Draft Horse Network. The business has grown to do print, logos, media, and web design for the equine industry along with; agriculture, food service/restaurants, construction, beauty, and real estate. Although you might not be aware of it you have probably seen some of my work. For the last several years I have designed multiple ads in the Clydesdale News, Draft Horse Journal, Belgian Review, Percheron News, covers for the National Clydesdale Sale Book, and also the template for the horse entries in 2020.

I believe that with my knowledge, relationship with members, and my education of print media I can bring the Clydesdale News back to its glory years. It is my goal to have this publication represent the entirety of all active members. With 2020 being a difficult and trying year, my proposal would be to include a free design of each ad if the advertiser is a annual dues paying member for the 2021 calendar year. This would be a huge benefit to be a member of the CBUSA, help establish a member list for the the Clyde News. It would be an incentive to every member to eliminate that extra cost to have a professional advertisement of their farm. It is important to make it affordable for all members to be able to participate. With the 2021 World Show next year, I believe it is imperative to advertise that the Clyde News is going to be one of the promotional materials that will be available to everyone at the show.

Attached, please find my bid for the 2021 Clydesdale News. Feel free to call or email me with any questions you might have.

Sincerely,



Kayle Grott (Owner)



WORLD DRAFT HORSE NETWORK DESIGN
W1889 Kiel Road, New Holstein, WI 53061 • (920) 286-0799 • Kayle@worlddrafthorsenetwork.com

2021 CLYDESDALE NEWS

AD RATES FOR 2021:

Full Page Ad.....	\$500	Back Cover.....	\$700
Half Page Ad.....	\$300	Inside Back Cover.....	\$600
Business Card Ad.....	\$75	Inside Front Cover.....	\$600

All money in US Funds • Cash, Check or Visa, Mastercard Accepted.

All lifetime annual dues paying members for 2021 will receive a free ad design for their ad if they so choose. If you are not a 2021 annual dues paying member but would like an ad designed for the 2021 Clydesdale News, the fee is \$200 for full page • \$100 for half page • \$75 for business card.

ADS DUE: NOVEMBER 20, 2020

If you would like an ad please call or email to reserve spot. All ads must be paid for in full before publication is printed.

INFO NEEDED FOR AD DESIGN:

CURRENT CONTACT INFO

LOGO (if available)

PHOTOS (300dpi)

AD COPY OR CONTENT

COLORS (farm colors)

The earlier we receive your advertisement information, the more time we will have for a creative design.

For Ad Sizes and Specs Please email for info or check out:
WORLD DRAFT HORSE NETWORK.COM

Due Dates are important to get this publication in the mail by January 15th 2021! This will insure that stallion service ads are properly utilized.



REMEMBER THIS PUBLICATION IS GOING TO BE ONE OF THE PROMOTIONAL MATERIALS AT THE 2021 WCS!

WORLD DRAFT HORSE NETWORK DESIGN
W1889 Kiel Road, New Holstein, WI 53061 • (920) 286-0799 • Kayle@worlddrafthorsenetwork.com