



DIVISION OF
Bromeland Publishing, Inc.

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www.EquineMonthly.com

Bromeland Publishing produces, Horse'n Around, Southeast Equine, & Scuttlebutt Magazines

Contest Requirements:

- Photo must be in a digital form of high quality resolution and be no less than 5MP size.
- Photos must be copyright free.
- Only one photo submission allowed per person per month.
- Complete contact information from contestant must accompany all submissions.
- A short description, biography or story about submitted photo containing no more than 150 words must also be submitted. Should contestant be selected as winner, story will be published along with photo.
- Photo and description must be submitted online at www.equinemonthly.com or emailed to photos@equinemonthly.com.

Contest Rules:

- Deadline for photos submissions is two months prior to the issue's publication date. (ex. For the July issue the submissions need to be in our office no later than May 1st.)
- After May 1st photo submissions. Chosen contestants will be placed online where voting will begin for one month.
- Voting will take place online for one month (ex. April 1 - April 30). You may only vote once per day for your favorite photo.
- Winner will be selected at the end of each month, after online votes are tallied and published in the next issue.
- Should photos that are submitted not meet the requirements listed above, contestant will be notified via email as to the reason for disqualification.
- 12 winners at the end of one year will be entered to win a grand prize provided by contest sponsors.

Disclaimer: Bromeland Publishing, Inc. reserves the right to refuse any photo submissions that do not meet above contest requirements.

All photos submitted must not be used for any other advertising media other than for Bromeland Publishing, Inc, and contest sponsors. Bromeland Publishing reserves the right to color correct or edit photo in order to produce a print quality image. Sponsors of photo contest have limited photo license to use submitted photography for any of their own promotional or marketing materials.

| PHOTO SUBMISSION DEADLINE | VOTE ONLINE | WINNER ANNOUNCED |
|---------------------------|------------------|------------------|
| May 1 | May 1-May 31 | July Issue |
| June 1 | June 1-June 30 | August Issue |
| July 1 | July 1-July 31 | September Issue |
| August 1 | Aug 1- Aug 31 | October Issue |
| September 1 | Sept 1-Sept 30 | November Issue |
| October 1 | Oct 1-Oct 31 | December Issue |
| November 1 | Nov 1-Nov 30 | January Issue |
| December 1 | Dec 1-Dec 31 | February Issue |
| January 1 | Jan 1-Jan 31 | March Issue |
| February 1 | Feb 1-Feb 28 | April Issue |
| March 1 | March 1-March 31 | May Issue |
| April 1 | April 1-April 30 | June Issue |

SPONSORSHIP INFORMATION:

Sponsorship Benefits: An ad measuring 1.833"w x 1.914"h in 12 issues of Horse'n Around and 12 issues of Southeast Equine Magazines dating from July 2009 thru June 2010. Logos on all promotional materials in print and online (including links). Featured ads on the following online pages connected to the photo contest: Photo submission page, voting page, info/disclaimer page as well as links and web info included in auto reply messages once photos/votes are submitted. Sponsor will also receive opportunity to use photo with limited license in any of their own promotional materials but must request permission to use photo from Bromeland Publishing, Inc. Mailing information, from contestants who submitted photos will also be provided to sponsors as lead sources at the end of the 1 year contract in the form of an Xcel spreadsheet.

Sponsor Responsibilities: Sponsor must send ad materials and payment no later than May 1, 2009. Grand prize valued at a minimum of \$100 must also be provided to Bromeland Publishing, Inc. by May 1, 2009 for the sole purpose of presentation to grand prize winner at the end of the 1 year contract.