



Horse Breeders and Owners

WHO ARE WE?

Journal of the American Saddlebred is the exclusive, premier publication dedicated to expanding the knowledge and promoting the history and breeding of the American Saddlebred horse. This annual journal is published in January and is distributed to all current competing members of the American Saddlebred Horse & Breeders Association, ensuring American Saddlebred horse breeders have time to make their breeding decisions earlier than ever.

WHY ASHBA?

- The American horse industry contributes **\$103 billion** in direct and indirect **economic impact**
- Approximately **428,000 horses** are involved in breeding each year
- **7.1 million Americans** are service providers, owners, volunteers and employees in the horse industry

ABOUT THE PUBLICATION



Journal of the American Saddlebred is the official publication of the American Saddlebred Horse & Breeders Association. This publication is a critical component of ASHBA's communication program and features vital information for people directly involved in the industry. When our readers are ready to buy or recommend products and services, ***make sure they think of you first.***

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of the *Journal of the American Saddlebred*.



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Ad Sales Close/Artwork Due	Delivered to Members
9/26/2022	December 2022

DISPLAY ADVERTISING RATES

4-Color Rates	1x
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Front Cover	\$5,150
Inside Front Cover + Page 3	\$2,060
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Inside Back Cover	\$1,185
Back Cover	\$1,545
*Full Page	\$1,030
Stallions	
*Stallion Formatted Page	\$565
Broodmare Hall of Fame	
Mare's Bio (Includes Pedigree and Photo)	\$515
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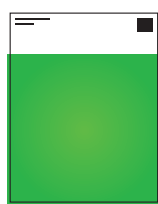
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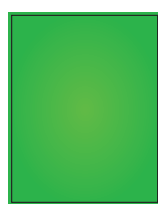
DISPLAY ADVERTISING SPECIFICATIONS

Display Ad Sizes	8.375" x 10.875" (trim)
Back Cover	8.375" x 8.875"
Full Page*	8.375" x 10.875"
Digital Ad Sizes	
Landing Page	603p x 783p
Interstitial Ad	603p x 783p

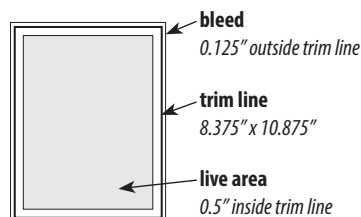
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Back Cover
(with bleed)



Full Page
(with bleed)



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- For Stallion Page or Broodmare Bio, advertiser will submit horse photo. All data will be provided by the association.
- Please embed or include all fonts and graphics.
- To include video in an interstitial ad: Videos must be uploaded in MP4, F4V or FLV video format. The recommended bitrate is between 300kb/s and 700kb/s. The maximum file size for a video is 100MB and videos must have a duration of 1 second or more.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
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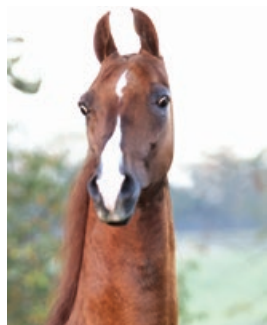
*Please include an **additional 0.125" of bleed** on each side of the page

*Keep all important information at least **0.5" from the trim line**



EXAMPLE:

CH **CALL ME RINGO (WCC, RWCC, RWC) 103379**



Supreme Sultan	Valley View Supreme (WGC, WC)	Genius Bourbon King Diana Gay (BHF)
Sultan's Great Day (WC), 1981 blk.	Melody O'Lee (BHF)	Anacacho Denmark Judy O'Lee (BHF)
Supreme's Casindra (BHF)	Stonewall Supreme Casindra Beaverkettle (WC)	Stonewall King Mamie Peavine (BHF) Denmark Beaverkettle Candace Kalarama
Buck Rogers (WGC, WCC, WC)	Storm's Fury Rhythm's Jewel (WC)	Shoreacres Anacacho Genius Storm Stepper Rhythm Command Ace's Dark Jewel (BHF)
Eleanor Rigby (WCC, WC), 1989 ch.	The Kaiser's Falcon	Stonewall's Beau Peavine Jeri-Lynn's Denmark Laurel Starheart Victory Co-Moor's Miracle Miss
Peregrine	Heart To Heart (WC)	

Chestnut, 1996

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SHOW RECORD

CALL ME RINGO 103379 (WCC, RWCC, RWC) 17 wins. 1 KSF wins. 2003 Lex Jr League WON FHAmGnt, Asheville Lions WON FHAm, 2002 Rock Creek WON FHCh, Amer. Royal WON FHS/G, Asheville Lions WON FHOp, Rock Creek WON FHOp, 2001 All American WON FHS, KY Fall Classic WON FHS, Rock Creek WON FHAm, Lex Jr League WON FHAm, 2003 Amer. Royal WON FHS/G

IN THE STUD

From 109 Registered Get, CALL ME RINGO 103379 (WCC, RWCC, RWC) has sired 27 KSF ribbon winners with 95 ribbons (1st-8th), 2 CHs, and 18 futurity ribbon winners. Winners include:

Night With Ringo 126142 (WCC, RWCC, RWC), 2012, ch. G (CF Late Night Emprassion 142725 by CF Rare Night 102587) 1 KSF wins. 17 wins

Beaucoup Of Blues 122377 (WCC, RWCC, RWC), 2009, ch. G (Make It Magic 125661 by Yorktown Magic 83334*) 17 wins

First In Line 126595 (WCC, RWCC, RWC), 2014, b. G (Miss Alley-Op 147573 by Undulata's Nutcracker 11612) 1 KSF wins. 11 wins

Dreamacres Lucy In The Sky 147592, 2009, b. M (Callaway's Dandelion Wine 138126 by Callaway's Main Man 100885) 41 wins

Call The Shots 124888, 2012, b. G (Kalarama's New Sensation 128884* (WCC, WC, RWCC, RWC) by Slam Dunk H.G. 89393 (RWCC)) 20 wins

Call Me Regal 117640 (WCC, WC, RWCC, RWC), 2006, ch. G (New Yorker's Crown Jewel (BHF) 127589 by Im A New Yorker 76843* (RWCC)) 7 KSF wins. 27 wins

Royal Crest's Rockin' Ringo 118056, 2006, ch. G (Royal Crest's Tashi Rock 132653 by American Replay 79698*) 58 wins

Call Me For A Date 144317, 2007, ch. M (Queen Lafite 137206 by Merchant Prince 81566* (WC)) 18 wins

Do Ya Wanna Know A Secret 123792, 2011, ch. G (Ya-Ya 135395* (WCC, WC, RWCC, RWC) by Forty-Second Street ERB 87240*) 13 wins

Meritage Signed Sealed Delivered 143049 (WC, RWCC, RWC), 2006, ch. M (Carmelita Santana (BHF) 129337* (WC) by Caramac 71202* (WCC, WC, RWCC)) 2 KSF wins. 38 wins

Royal Crest's Let It Be Stone 141845, 2005, blk. M (Royal Crest's Stone Reflection 135748 by American Replay 79698*) 24 wins

Call Me Cabernet 123823 (RWCC, RWC), 2011, ch. G (Vintage 124089* by Bi-Mi Sultan's Wine 72604*) 17 wins

Belle Reve's Sgt. Pepper 122854* (WCC, WC, RWCC), 2010, ch. G (New Yorker's Crown Jewel (BHF) 127589 by Im A New Yorker 76843* (RWCC)) 1 KSF wins. 11 wins

Belle Reve's Lady Madonna 147160 (WC, RWCC), 2009, ch. M (New Yorker's Crown Jewel (BHF) 127589 by Im A New Yorker 76843* (RWCC)) 2 KSF wins. 14 wins

Captain Sparrow JIS 118287 (RWCC, RWC), 2006, blk. G (Classic Call 123094 by Mountjoy's Big Hit 75984*) 11 wins

Im Bubblicious 148453 (RWCC, RWC), 2010, ch. M (Juicy Fruit 142955 (WC, RWCC) by Belle Reve's Renaissance Man 93296* (WC, RWCC)) 5 wins

MALE LINE
HIS SIRE, **Sultan's Great Day 76479* (WC)** 4 wins. 2 KSF wins. From 395 Registered Get, **SULTAN'S GREAT DAY 76479* (WC)** has sired 105 KSF ribbon winners with 446 ribbons (1st-8th), 24 CHs, and 63 futurity ribbon winners. Winners include:

The Daily Lottery 115553 (WGC, WCC, WC, RWCC), 2004, ch. G (Callaway's Lady Lottery 115570 by Will Shriver 50225* (WGC, WC, RWCC)) 17 KSF wins. 78 wins

Revolver 109247, 2000, gr. G (Attache's Galatea 112509* by Attache 60741* (WC, RWCC)) 2 KSF wins. 81 wins

Along Came A Spider 132965 (WGC, WC, RWCC, RWCC, RWC), 1999, blk. M (Espere 122435* by Forty-Second Street ERB 87240*) 7 KSF wins. 19 wins

Mahvalous Guy 105559 (WC), 1997, ch. G (Simple Dreams (BHF) 96210 by New Yorker 66381*) 1 KSF wins. 64 wins

Winter Day 90904 (WGC, WCC, WC, RWCC, RWC), 1988, b. G (Winter Belle 107814 by Flight Time 44258* (WC)) 9 KSF wins. 68 wins

Turn Of The Century 118756 (WCC, WC, RWCC, RWC), 1990, b. M (Century Gold (BHF) 98102 by New Yorker 66381*) 4 KSF wins. 40 wins

My Special Sultan 100497 (WC, RWCC), 1992, blk. G (Dutch Melody 95747 by Dutch Commander 51710*) 1 KSF wins. 47 wins

Devoted To The Cause 118753 (WCC, WC, RWCC, RWC), 1990, ch. M (Denmark's Devotion 9215* (WCC, WC) by Kourageous Kalu 68235* (RWCC, RWC)) 5 KSF wins. 79 wins

Callaway's Regatta 104224* (WCC, RWCC, RWC), 1996, b. G (Callaway's Confection 107393 by Will Shriver 50225* (WGC, WC, RWCC)) 1 KSF wins. 33 wins

Call Me Ringo 103379 (WCC, RWCC, RWC), 1996, ch. S (Eleanor Rigby 118501 (WCC, WC, RWCC, RWC) by Buck Rogers 73982* (WGC, WCC, WC, RWCC, RWC)) 1 KSF wins. 17 wins

Red Hot And Bothered 130606 (WC), 1997, ch. M (Harland's Red Romance 107107 by Center Ring 46578*) 1 KSF wins. 12 wins

Sartorial Splendor 128393 (WC, RWCC), 1996, b. M (Saton 114727* (WC) by Attache 60741* (WC, RWCC)) 1 KSF wins. 5 wins

Royal Crest's Black Marble 97273*, 1992, blk. G (Annie Pearl 98052 by Captain's Assignment 47883*) 72 wins

The Midnight Express 97334* (RWCC, RWC), 1992, blk. G (Whisperwind's Endless Love 88950 (RWC) by Super Command 44420* (RWCC)) 36 wins

Prince Of The Day 105424, 1997, blk. G (Princess Nora B R 116105 (RWC) by Sultan's Royalty 75609*) 30 wins

Because You're Mine 125391, 1994 M (Callaway's Becca 103386* by Will Shriver 50225* (WGC, WC, RWCC)) 29 wins

Whitney Houston 129976, 1997, gr. M (Attache's Galatea 112509* by Attache 60741* (WC, RWCC)) 17 wins

Star Trck Chif 90194 (RWCC, RWC), 1988, ch. G (Calico Star 108079* by Modern Kalarama 70295*) 43 wins

Mark Ye Well 90857 (WC, RWCC, RWC), 1988, b. G (Treat Treat (BHF) 100919 by New Yorker 66381*) 1 KSF wins. 36 wins

FEMALE LINE
1ST DAM ELEANOR RIGBY 118501 (WCC, WC, RWCC, RWC), 1989, CH. 9 FOALS

2ND DAM PEREGRINE 104407, 1983, CH. 8 FOALS

Eleanor Rigby 118501 (WCC, WC, RWCC, RWC) (1989 ch. M by Buck Rogers 73982* (WGC, WCC, WC, RWCC, RWC)) 47 wins. 4 KSF wins

3RD DAM HEART TO HEART 81720* (WC, RWCC), 1969, CH. 9 FOALS

AGAIN THIS YEAR!

- Stallion's photo and information in COLOR
- Broodmare sire's name listed in "IN THE STUD & MALE LINE" sections
- The Pedigree chart, show and bloodline information will be provided by the association. There is a maximum of 10 horses listed per section



ENHANCED INTERNET STALLION LISTING

- Photo of your stallion
- List of all registered pedigree
- Complete contact information

*Only stallions advertising in the Journal of the American Saddlebred can appear in the Enhanced Internet Stallions web pages (www.asha.net/registry/horsereports/formattedstallions).

*Stallion Formatted Pages are a universal template and may not have layout/design edits. Recommended horse photo orientation is portrait/vertical, and photo will be cropped to suit the template as shown in this sample. Please supply the photo and complete updated stallion information for each listing. No changes can be made to stallion formatted pages for events taking place after 10/24/2022.

BROODMARE HALL OF FAME



EXAMPLE: Mare's Bio

BROODMARE HALL OF FAME

Fort Chiswell's Blue Memories (BHF) 02/25/2003



Northern Blues X Royal Memories (WC) by Mountain Highland Memories

*1988 Shrew (WGC, WC, RWG) Callaway's Blue Northern (WC, RWG, RWG) Royal Blue Northern Blues, 1989 ch. New Yorker Yorkshire Pudding (BHF, WC) Putting On Airs (BHF)	Callaway's Johnny Gilen *Kate Shriver (BHF, WGC, WGC, RWG) Royal Hammer Fascinating Blue *Yorktown (WGC, WC) Sandalwood Stornell Mr. Magic Man *Supreme Ains (BHF, WGC, WC, RWG)
Genies Mountain Bourbon Mountain Highland Memories Contract's Dusty Royal Memories (WC), 1989 ch. Genes Bourbon King Lovely Lucinda Lucinda Stornell	Mountain Highland Dawn (BHF) Photo Contact (WGC) Rust Street Bourbon Genes (WC, RWG) Blessed (WGC) (BHF) Stornell King Madras Fair

2019 Hall of Fame Inductee by Callaway's Northern Blue
 2019 Jasmine 154087 by Undulda's Nutcracker
 Angel of Mystery: 2017 What A Mystery 150945 by Racing Stripe

Breeders: Victor Davis
 Owners: Elisabeth Gorb LLC and Elizabeth M. Gorb
 ASF Winning Producer:
 ASF Ribbons (2nd time only)

In 2019, offspring of Fort Chiswell's Blue Memories earned their dam her final two qualifications for entry into the Broodmare Hall of Fame. Jasmine (by multiple WGC sire Undulda's Nutcracker) was Reserve World's Champion Three-Gaited, Two-Year-Old Division II in her first show ring, and Heidi (by WGC sire Callaway's Northern Blue) was Reserve World's Champion ASB Four-Year-Old Park Pleasure. The first qualification for Fort Chiswell's Blue Memories came in 2017 when her granddaughter What A Mystery (by Racing Stripe) and sire of her daughter Angel of Mystery (by WGC sire Dasher's Supreme Memories) was named World's Champion Fine Harness Junior Mare. Bred by Dickey Davis and foaled in 2005, Fort Chiswell's Blue Memories is a half sister to the popular stallion WC Fort Chiswell's Royal Kiss, whose first full foal crop is fast hitting the show ring. She is also a half sister to WGC sire Atlanta's Royal Assets, WC sire Mountain Empire, Elegance In Black (dam of WC Blackout), and Fort Chiswell's Chivalry Duelle (dam of WGC sire WC Northern Assets). Her dam, 1990 Five-Gaited Mare World's Champion Royal Memories, is by multiple WGC sire Mountain Highland Memories, the head of Walter Bush's outstanding breeding program. Her second dam is half sister to WGC Sire Castle Brown, Penny Ribbons (dam of WGC Mare Of Charm), World's Champion producer Miss Compostium, WCC sire

Reckless Top Gun, and more. Yorkshire Pudding (BHF) is a daughter of Hall of Fame broodmare Putting On Airs and a granddaughter of WGC sire Supreme Ains (BHF), one of the strongest and most sought after dam lines in modern history. In the four generation pedigree of Fort Chiswell's Blue Memories, there are six Hall of Fame broodmares and multiple World's Grand Champions in the five-gaited and line harness divisions. Five to six BHF's is average for a pedigree but it is always nice to see a dam line with two or more in a row, and she has three through the maternal line of Northern Blues. Her top line traces twice to six-time Five-Gaited World's Grand Champion and WGC sire *Wing Commander through his son Callaway's Johnny Gilen and *Yorktown, and her bottom line traces to Wing Commander's full brother WGC sire RWCC Private Contract, giving her three crosses to the "iron horse." The power and drive that her offspring have is certainly a result of this. Her heavy and stoicness can be traced on her dam side to the gorgeous WGC sire Fine Harness WGC Bourbon Genes. She is another mare whose pedigree has allowed her to cross with a variety of stallions and produce winning show horses in different divisions. Her last registered foal is Jasmine, winner of her final qualification for Hall of Fame status.

"She is another mare whose pedigree has allowed her to cross with a variety of stallions and produce winning show horses in different divisions."

UPGRADE OPTION: Mare's Bio Plus Full Page

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 Tango's Daylight X Miss Roxie Hart

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Miss Roxie Hart (BHF) 5/12/2003

Supreme Delivery X Seven Oaks* by Atlanta's Thunderbolt*

Spring Valley's Deliverance Supreme Delivery Sultan's Hoopier Princess Atlanta's Thunderbolt Seven Oaks Heir Kitty (WC)	Night of Fully Private Contract (RWCC) Supreme Sultan Hossler Magic Attache (WC, RWG) Sweet Sharon Supreme Supreme Hair (WC) My Pretty Kitty	Society Rex Gay Fully Supreme's Dreamhall *Valley View Supreme (WGC, WC, RWG) Melody O'Lea (BHF) Mr. Magic Man Zorro Horra Chief of Greystone (WC) The King's Sons *Valley View Supreme (WGC, WC, RWG) Grand Rex's Regrets (BHF) Supreme Sultan *Supreme Ains (BHF) (WGC, WC, RWG, RWG) *Narcissus Kate (RWCC, RWG) So Pretty
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WC My Pital Assets (see reference only)

Breeder: GRH Inc.
 Owner: Sunset Farm Saddlebreds LLC, Plain City, OH
 Ribbons: Winning Producer & Abbots (2nd time only)

2020 Royal Heat 122889 by Atlanta's Royal Assets
 2018 Rodeo In Vegas by Northern Vegas
 2020 Pat's Point by Northern Vegas

When Pam Boyers saw Miss Roxie Hart (BHF) being led through the 2007 Intersols Fall Sale by Joann Lantz, she knew she was seeing something special. The mare's willing and spirited way of moving, kind eye, and lovely blonde mane and tail immediately caught her eye. As evidence of her beauty, Miss Roxie Hart (BHF) had won the 2008 Bluegrass Fantasy Trail and Limited Breeder's Stake with Lantz. Though Boyers was not prepared to buy that day, Miss Roxie Hart (BHF) had her hands-on describe "look" and she spontaneously bid on her, only to be outbid. However, the image of the beautiful Miss Roxie Hart (BHF) stayed with her, and Boyers made arrangements to purchase her from the sale buyer — one of the best decisions she ever made. Miss Roxie Hart (BHF) was bred by GWK, Inc. of Simpsonville, Kentucky. Foaled in 2003, she is by Supreme Delivery, a handsome bay son of WCC sire Spring Valley's Deliverance that traces to the great WCC sire RWCC Kalamata Ren. Supreme Delivery was bred lightly and never stood a world's champion or reserve world's champion. However, he proved to be a good sire of broodmares. He only sired 24 female foals, yet his daughters produced WCC Lookin' For Ains and multiple WCC 'Im Lookin' Supreme, etc. In addition to the multiple winning offspring of Miss Roxie Hart (BHF), the dam is a daughter of RWCC sire Atlanta's Thunderbolt and her second dam, WC Heir Kitty King, a full sister to WC Heir Bevald and a half sister to WCC sire Atlanta's Thunderbolt. Her dam, WC Line Of Thunder, etc., and second dam of RWCC Sissy Robinson, and a half sister to WC Champagne And Cries (dam of WC Zorro) and Penny Lucky (dam of RWCC Worthy's Hale Bopp). Her fourth dam, So Pretty, is a half sister to WC Oak

Hill, Big Town, Hall of Fame broodmare Volskness Foster-McNee, and Dream Away (dam of RWCC *Dream A Little Dream). A look at her four generation pedigree shows her to be line bred to WGC sire WGC *Valley View Supreme through his most prominent son WGC sire Supreme Sultan. Miss Roxie Hart (BHF) has inherited her beauty from those many crosses as well as from her trace to Sweet Sharon Supreme full sister to the extraordinarily handsome WGC Sultan's Sensation. With as many top horses to have come from this line, one would expect to see multiple Hall of Fame broodmares in Rose's four generation pedigree. Interestingly, there are only two, but they are grand mares, the famous Melody O'Lea (BHF) and multiple Fine Harness World's Grand Champion *Supreme Ains (BHF). In 2014, Rose's daughter, My Pital Assets (by Sultan), won the Junior Fine Harness Mare World's Championship. As there were only four in the class, that win did not count toward BHF status for her dam. My Pital Assets was Reserve World's Champion of Champions Junior Fine Harness later in the week and that title was the first to qualify her dam. In 2016, Rose's In Vegas (by Northern Vegas), was Five-Gaited Young Reserve World's Champion, earning Rose her second qualifying title. With two reserve world's champion titles earned by her offspring, she just needed another offspring to win a world's championship to gain a place in the Broodmare Hall of Fame. In 2020, the offspring of Miss Roxie Hart (BHF) did their dam proud at the Kentucky State Fair (by Atlanta's Royal Assets) was crowned WC Five-Gaited Ladies Goldling as well as WCC Five-Gaited Ladies. Her daughter, RWCC My Pital Assets, produced ASB National Three-Year-Old Five-Gaited Female WC Poodle's

Prize (by Northern Vegas). All of the qualifying offspring of Miss Roxie Hart (BHF) have been sired by different stallions, making her a "blue line" of a broodmare. All of the stallions were chosen by owner Pam Boyers, making her a very astute breeder. As things turned out, Boies turned out to be one of the best equine purchasers Boyers ever made. While she could not be considered a large mare, she posed on size as well as her gameness, brilliance and attitude. It didn't seem to matter which stallion she was bred to her resulting foals became world's champions and/or family winners. They include the aforementioned WCC Royal Hart (by Atlanta's Royal Assets), WC My Pital Assets (by Sultan), RWCC Rodeo In Vegas (by Northern Vegas), and top ribbon winners Sunset's Windows Castle and Miss Castle Dream (both by Castle Vision), as well as the 2020 All American Cup Winning Reserve Champion Sunset's Tango With Roxie (by SAS Tango's Daylight). Unfortunately, in this challenging year of 2020, owner Pam Boyers mourns the loss of Boies as she was killed when a freak tornado tore through her pasture. Fortunately, the tragic event has a silver lining, as two surrogate mares that are carrying her 2021 foal (one by HS Castle Vision and one by In A New Yorker) were in the same field that survived the storm. In addition, thanks to Fred Sayer's encouragement to harvest some of her eggs, Boyers has three frozen fertilized ova awaiting the future. Hopes are high that the genes and spirit of Boies' dam, Miss Roxie Hart (BHF) will carry on at Sunset Farm Saddlebreds LLC through her surviving daughters, My Pital Assets and Miss Castle Dream, and Boyers is optimistic that one of the remaining embryos will result in another Miss Roxie Hart (BHF).