

IDHSNA Print/Web Content/Advertising Guidelines

ADVERTISING:

The following guidelines apply to advertising in any IDHSNA publication, website, regional website, regional newsletter, promotional booth, DVD/Video or other society funded/organized advertising including articles about the breed in outside publications.

- The IDHSNA reserves the right to refuse any advertisement that may include material it deems inappropriate.
- The IDHSNA assumes no responsibility for the truth, accuracy or validity of any advertisement or contribution published. Statements, opinions and points of view expressed by contributors and advertisers are not necessarily those of the IDHSNA. The IDHSNA reserves the right to deny placing advertising or contributions that are deemed damaging or are contrary to the goals of the Society. The IDHSNA assumes no liability for errors in advertisements and contributions published. Remedy for any such error is limited to the submission of a statement of correction in the official publication of the IDHSNA.
- The IDHSNA will accept sale advertisements for ID, RID, IDSH, and RIDSH horses that:
 - are registered with the IDHSNA in one of their studbooks or
 - have at least one parent registered as RID or RIDSH in one of the IDHSNA studbooks or
 - are in foal to a stallion registered as RID or RIDSH in one of the IDHSNA studbooks.
- The IDHSNA will not accept ANY type of advertisement for any offspring sired by an unapproved stallion unless that offspring is recorded in an IDHSNA studbook based on the dam's pedigree.
- The IDHSNA will not accept advertisements for stallions 'at stud' that are not yet inspected and approved as RID or RIDSH.
- Any horse being advertised within official society publications or in society funded advertising, must be listed under its name recorded with the IDHSNA. (10.27.04)

- Any member submitting a photograph taken by a professional photographer must have permission from the photographer to use the photo on the internet or in publications (see release).
- When using photographs, credit should be given whenever possible. Members can be credited and professional photographers should have their credit hyperlinked to their site/e-mail.
- Horses shown in photos used by the IDHSNA for advertising the Society or the breed should fall within these suggested guidelines:

be registered with the IDHSNA in one of their studbooks

be foals under 1 year of age where at least one parent is registered as RID or RIDSH in one of the IDHSNA studbooks

be registered with the IHB, IDHS, IDHSCA or IDHSGB or have provable RID blood (by DNA or blood typing).

EDITORIAL CONTENT:

- Photos used for editorial content in the Blarney or other publications are not subject to the restrictions placed on advertising content.
- Photos used for editorial content should give credit to the photographer whenever possible and must have any necessary release (see release).

WEBSITE:

- Only members in good standing are permitted to advertise on the IDHSNA website. Any advertisement from a lapsed member will be removed following the date when memberships are considered lapsed. (March 31)
- Horses advertised for sale must be owned by a member in good standing and meet the following criteria:

be registered with the IDHSNA in one of their studbooks or

have at least one parent registered as RID or RIDSH in one of the IDHSNA studbooks or

be a mare in foal to a stallion registered as RID or RIDSH in one of the IDHSNA studbooks.

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The IDHSNA reserves the right to provide a text only area for members in good standing to list horses for sale that have provable ID blood but are not registered with the IDHSNA. No offspring of horses that have failed inspection will be allowed unless that offspring is recorded in an IDHSNA studbook based on the dam's pedigree.

- Stallions listed on the website must:

Be registered as RID or RIDSH in one of the IDHSNA studbooks.

Owned or represented by an Agent who is a member in good standing (information to include photo, pedigree information, contacts and an active link in contact information).

Stallions standing abroad may be listed when they meet IDHSNA registration requirements for an approved breeding studbook and have frozen semen available in NA through a North American Agent who is a member of the IDHSNA. It is recommended that the North American Agent contact the Registrar for coordination purposes.

Non-members stallions may be listed however this will be on a separate page designated as such, to include only the horses name, pedigree and contact.

Stallion link status will be reviewed and updated annually following the date when memberships are considered lapsed (March 31).

It is the responsibility of the stallion owner/agent to provide photos and information for the website.

- Newly approved stallions will be added to the website annually or within 60 if the update schedule becomes more frequent. Listing on the website requires the completion of:

the stallion's inspection and approval.

all requirements necessary for the Registration Office to move them into the applicable studbook have been met.

the stallion owner/agent has provided any and all information including photos (with applicable release) necessary for the website. It is the stallion owner/agent's responsibility to provide information.

BLARNEY:

- Non-members may advertise in the Blarney as long as the IDHSNA Advertising Guidelines are followed.
- Foals pictured in the Annual Foal Gallery of the Blarney are limited to those progeny of inspected and approved sires or dams at the time of publication. (registered as RID or RIDSH in one of the IDHSNA studbooks)
- An alphabetical list of all approved RID and RIDSH stallions on the IDHSNA studbooks shall be printed in the Annual Blarney Yearbook.

SHOW PROGRAM:

- Non-members may advertise in the IDHSNA Annual Show Program as long as the IDHSNA Advertising Guidelines are followed.

REGIONAL WEBSITES/NEWSLETTERS:

- Regions may post their own guidelines for website/newsletter advertising as long as they are not directly in conflict with the IDHSNA advertising content guidelines.



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