

IDHSNA Print and Advertising Guidelines – 2025

General Advertising Policy

These guidelines apply to all advertising placed in IDHSNA publications, including the Blarney Yearbook, newsletters, social media, promotional materials, show programs, and Society-funded advertising.

The IDHSNA reserves the right to:

- Refuse, edit, or remove any advertisement it deems inappropriate or inconsistent with the goals of the Society.
- Deny advertisements that may be damaging to the breed, the Society, or its reputation.

Liability and Accuracy Disclaimer

- The IDHSNA assumes no responsibility for the truth, accuracy, or validity of any advertisement or contributed content.
- Statements and opinions expressed by advertisers or contributors do not necessarily reflect the views of the IDHSNA.
- The Society assumes no liability for errors in advertisements or contributions.
- The sole remedy for such errors is a published correction in the next official IDHSNA publication.

Eligibility – Horses

The IDHSNA accepts sale advertisements for horses registered in an IDHSNA studbook or foals under one year eligible for registration. Horses must be advertised under their recorded name or registered alias.

Eligibility – Stallions

The IDHSNA will not accept 'at stud' advertisements for stallions not approved as RID, C1, C2, or RIDSH. Purebred or partbred stallions not registered with IDHSNA must have DNA on file.

Photograph Requirements

Photos must have photographer permission and proper credit. Only horses registered or eligible in recognized Irish Draught studbooks may appear in promotional materials.

Editorial Content

Photos used for editorial content require the same permissions and credit as advertising materials.

Blarney-Specific Guidelines

Non-members may advertise in the Blarney if guidelines are followed. Foals pictured must be registered and born in the same calendar year as the issue.

