

2025 BUSINESS DIVISION CLASS LIST



Business Member Class List

OPEN TO AHP AFFILIATE BUSINESS OR NONPROFIT MEMBERS

READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be equine-related, published in and dated 2024.
- ◆ Entries must be submitted by a 2025 AHP Affiliate Business or Nonprofit member.
- ◆ Entry may be created by an AHP member or an agency who is an Affiliate Business or Nonprofit member.
- ◆ Member is responsible for submitting original work first published in 2024.
- ◆ All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Entries may be published in member and non-member publications or websites unless otherwise noted.
- ◆ All entries must be verified for publication in 2024.
- ◆ Any online content that is password-protected must include an access code or password for the judge to view the entry.
- ◆ Mission Statement is a brief summary of the aims and purpose of the submitted entry and is required for the following class: Classes 25, 45-48.
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
- ◆ Any foreign entries must be translated into English.
- ◆ Entries in classes 39 and 48 that includes printed books and single issue and/or multi-issue print publications must be shipped to the AHP office by the deadline date. Insert into envelope and ship to: AHP Equine Media Awards, 250 West Main Street, Suite 100, Charlottesville, VA 22902.

Class 23 OPEN TO MEDIA INDUSTRY, AFFILIATE BUSINESS, NONPROFIT MEMBERS

Equine-Related Podcast

- An original single episode of an equine-related podcast in digital format for download over the internet in 2024 produced by an AHP Media Industry, Affiliate Business or Nonprofit member.
- Entry will be judged on entertainment value, production quality and creative content.
- Verification that podcast was published in 2024 is required.

Class 25 OPEN TO ALL MEMBERS

Equine-related Website*

- Website may be viewed live on desktop and mobile. The entry will be judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- Entry must include three to six months analytics report from 2024.
- *Class requires a Mission Statement that includes how the website fits into the mission.

Class 39 OPEN TO ALL MEMBERS

Equine-related Nonfiction Book

- Class judged based on 90% content and 10% design.
- Examples of non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.
- Submit as hardback or paperback edition. Electronic-book format (digital edition, eReader such as Kindle, or PDF) accepted if book is not published as print edition. Electronic books must be submitted on the entry form using a direct link to the book to view or download.
- First copyright date must be 2024; reprinted editions are ineligible.
- Entrant must be listed as publisher or author.
- The book classes will be combined if the class has no more than two entries.
- All print entries must submit online entry form and ship entry to the AHP office to arrive by the deadline date.
- Insert print entries into an envelope and ship to AHP Equine Media Awards, 250 West Main Street, Suite 100, Charlottesville, VA 22902.

Class 44**Business Equine-related Single Advertisement Design (print or online)**

- A single ad about an equine-related brand owned by or for an Affiliate Business or Nonprofit member.
- Verification of 2024 publication date is required.
- Advertising design entries will be judged on design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.
- Excludes brochures, tip-ins, inserts, or bound in gatefolds.

Class 45**Business Equine-related Commercial Marketing Video (Short Form)***

- Entry is a single equine-related video created by or for an Affiliate Business or Nonprofit member.
- A commercial marketing video that compellingly promotes a company's mission, product, or service to attract prospective customers. Videos shorter than or no longer than 2 minutes TRT (total run time)
- Video is judged on concept, quality of craft, integration, and overall end-user experience.
- Verification of 2024 publication date is required.
- *Mission Statement explaining the purpose and mission of the video is required.

Class 46**Business Equine-related Storytelling or Documentary Video (Long Form)***

- Entry is a single equine-related video created by or for an Affiliate Business or Nonprofit member.
- A documentary is a non-fiction video that informs or educates its viewers about a particular topic or issue. A storytelling video is a narrative-based video that engagingly addresses the target audience. Length should be 2 minutes and over.
- Video is judged on concept, quality of craft, integration, and overall end-user experience.
- Verification of 2024 publication date is required.
- *Mission Statement explaining the purpose and mission of the video is required.

Class 47 OPEN TO NONPROFIT MEMBERS ONLY**Nonprofit Equine-related Video***

- A single video of any length and type created by or for an AHP Nonprofit member. The video should educate and build awareness about the association or organization's mission. Public service videos would fall into this category.
- Video is judged on concept, quality of craft, integration, and overall end-user experience.
- Verification of 2024 publication date is required.
- *Mission Statement explaining the purpose and mission of the video is required.

Class 48**Business Equine-related Single Issue or Multi-Issue Print Publication***

- An equine-related single print issue that may include a special edition, show or event programs, directories, white papers, corporate reports, supplements, and catalogs, or two different issues of a multi-issue publication that is not a Media Industry member.
- Entry does not include calendars or brochures.
- Class judged based on 40% effectiveness of content, 35% design and 25% meeting its Mission Statement.
- Entry can be created by or for an Affiliate Business or Nonprofit member or by an agency who is an Affiliate Business member.
- Verification of the 2024 publication is required. The 2024 cover date takes precedence over any other date in the publication. If there is no 2024 cover date, then the folio dates must be 2024; if there is no cover or folio date, then the copyright must be 2024.
- Content published in Business Equine-Related print publications is NOT eligible for any Media Industry classes except specific classes open to material published in a non-member's publication and entered by a 2025 Media Industry or Media Professional member.
- All print entries must submit an online entry form and ship entry to the AHP office to arrive by the deadline date.
- Insert print entries into an envelope and ship to AHP Equine Media Awards, 250 West Main Street, Suite 100, Charlottesville, VA 22902.
- *Entry requires a Mission Statement.

All efforts have been made to provide accurate information regarding the class description and general instructions. Any errors are not intentional and will be clarified by the Equine Media Awards Coordinator.