



Western Bloodstock

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“Marketers of the World’s Finest Performance Horses”

## **NCHA SUMMER SPECTACULAR SALE 2009 ALL NEW ONLINE VIDEO VIEWING**

**DEADLINE – FRIDAY, JULY 17**

*All New Website Video Viewing!* - Videos will be available for viewing on the Western Bloodstock website by prospective buyers.

To be included, sellers must deliver a video to Western Bloodstock as soon as possible but no later than Friday, July 17.

Best results are obtained from digital videos, but original format (NO COPIES) **DVD (preferred)** or VHS of the following is acceptable:

- A professionally produced show video
- A home video with rider in show attire

### **HOME VIDEOS**

1. Home videos should be made to look as professional as possible.
2. Bad videos, like bad photos, can do a horse more harm than good.
3. Make good lighting a high priority.
4. Make sure the horse’s ability has been properly captured on film.
5. Approximately 3 minutes of completed video is ideal so keep unedited footage to no longer than 5 minutes.

**VIDEOS WITH RIDERS NOT IN SHOW ATTIRE  
WILL NOT BE ACCEPTED**

*THANK YOU!*