



OPTIONS BUILT JUST FOR YOU

The Settlement + TEG

Special pre-Louisville advertising packages.

SATURDAY, AUGUST 8, 2026

9:00 A.M. - SUNSET / THE SETTLEMENT EQUESTRIAN CENTER

A

GOLD PACKAGE

\$2,199

VALUE \$2,848
YOU SAVE \$649

Two-page advertising spread in Show Horse Magazine
60-minute photography session
All selected finished photos included
Typical gallery: 200+ high-resolution images
One custom video reel using footage captured during the session

B

FULL PACKAGE

\$1,299

VALUE \$1,649
YOU SAVE \$350

One full-page advertisement in Show Horse Magazine
30-minute photography session
All selected finished photos included
Typical gallery: 100+ high-resolution images
One custom video reel using footage captured during the session

C

PHOTOSHOOT + VIDEO

\$899

VALUE \$1,050
YOU SAVE \$151

60-minute photography session
All selected finished photos included
Typical gallery: 200+ high-resolution images
One custom video reel using footage captured during the session

D

VIDEOSHOOT ONLY

\$599

VALUE \$750
YOU SAVE \$151

30-minute dedicated video session
One custom video reel using footage captured during the session

WORLD'S CHAMPIONSHIP RECAP REEL / \$200

REGULARLY \$600 / SAVE \$400

Add to any package. Includes one qualifying class and its corresponding championship, edited into one polished social media recap reel.



2026 PRICE GUIDE

À la carte.

Regular pricing for a clean, side-by-side comparison.

SERVICE	REGULAR RATE
Full-page advertisement The Equestrian Guide	\$799
Full-page advertisement Show Horse Magazine	\$899
Photography session 30 minutes	\$350
Photography session 60 minutes	\$650
Individual image Without a booked session - high-resolution	\$90
Individual image Without a booked session - web-resolution	\$40
Custom session reel Added to a session	\$400
World's Championship recap reel Class + championship	\$600

PHOTOGRAPHY

Every photography session includes all selected finished photos as high-resolution files. Individual-image rates apply only when purchasing photos without a booked session.

VIDEO

A session reel is created from video footage captured during that reserved session. Class reels include the qualifying class and corresponding championship.

EDITING

Your finished delivery includes TEG's standard color and polish. Specialty retouching, compositing and requests beyond the delivered files are quoted separately.



AFTER THE SESSION

What to expect.

Here is what you can expect and plan for after your shoot is over.

01

ARRIVE 10 MINUTES EARLY

Please arrive with your horse and first look ready 10 minutes before the scheduled start time. That gives us time for introductions, priorities and expectations before your reserved session begins.

02

DAYS 1-3 / EXPORTING, EDITING + UPLOADING

We export and secure the files, review every frame and begin the selection process. The strongest images are chosen, lightly edited and cropped as needed, then uploaded to a private client gallery organized by session.

03

1-2 WEEKS / VIDEO REEL DELIVERY

If your package includes a reel, we edit the strongest footage into a polished session recap. Final review is reserved for critical corrections. TEG retains creative discretion over length, clip selection, music and caption guidance to support performance, although reach can never be guaranteed.

04

DOWNLOAD + SAVE YOUR FAVORITES

Choose the photographs you love and download them from your private gallery. Save your files in at least two places so you have your own backups. Online gallery hosting is a delivery service and is not permanent storage.

05

MAGAZINE PAGE

If your package includes an advertisement, tell us which finished photographs you would like to feature. Once the high-resolution files are ready, we design the page to coordinate with The Settlement's layout and the other pages in the spread. You will receive a proof to approve before printing. The finished issue is distributed through TEG's social media and in person at the World's Championship Horse Show.



BEFORE YOUR SESSION

Planning your shoot.

Four things to plan before the camera comes out.

01

SCHEDULE FIRST

Confirm with your trainer.

Check the barn schedule, horse availability and who needs to be present before reserving a time.

Arrive ready to begin.

Come 10 minutes early with the first horse groomed, tack prepared and the first outfit complete.

02

PLAN THE WARDROBE

Choose clothing you can move in.

Wear looks that feel comfortable while walking, posing and safely handling your horse. Confidence photographs well.

Budget time for changes.

Changing clothes uses reserved session time. For two or more outfit changes, book at least 60 minutes.

03

LIGHTS, CAMERA, ACTION

Finish the portraits first.

Complete the polished standing portraits before gowns, dramatic fabric or bareback photographs have a chance to make the horse more alert or impatient.

Ride or drive last.

If you want action photographs under saddle or in harness, save them for the finale so the horse does not work up a sweat before the portrait portion is complete.

04

NOTES

Check every leather detail.

Make sure all leather is clean and that the horse is wearing the correct bridle or halter. If the tack has a nameplate, confirm that the name belongs to the horse being photographed so it does not need to be removed later.

Expect the plan to flex.

We may adjust the order, location or pose for safety, weather, footing, barn activity or your horse's comfort.

USE THE TIME YOU BOOKED FOR THE PART THAT MATTERS

Outfit changes, horse changes and moving between locations are all part of the reserved session time.



IN CASE YOU WERE WONDERING

Frequently asked.

Here are some answers you might be looking for.

IS THIS OFFER EXCLUSIVE TO THE SETTLEMENT?

Yes. These package prices apply only to services reserved for TEG's August 8, 2026 visit at The Settlement Equestrian Center.

HOW DO WE RESERVE A PACKAGE?

Choose an option and preferred session time. Availability, reservation details and the payment schedule are confirmed before booking.

DO PHOTOGRAPHY SESSIONS INCLUDE THE PHOTOS?

Yes. Every photography session includes all selected finished photos as high-resolution files. The listed gallery counts are typical estimates.

HOW WILL THE PHOTOS BE DELIVERED?

Finished selections are delivered through a private online gallery with high-resolution downloads. Save the files in at least two places.

WHAT IS INCLUDED IN A SESSION REEL?

The included custom video reel is created using video footage captured during the reserved session and prepared for an efficient review process.

WHAT DOES THE \$200 CLASS REEL INCLUDE?

One qualifying class and its corresponding championship, edited together into one polished World's Championship recap reel.

WHEN SHOULD WE EXPECT DELIVERY?

The first reel look is typically ready in about one week. The photo-gallery window is confirmed at booking; magazine timing follows publication deadlines.

ARE MAGAZINE PAGES EDITORIAL COVERAGE?

No. Included magazine pages are paid advertising placements. Design, proof approval, issue selection and placement are coordinated separately.

FINAL SCHEDULING + DELIVERY DETAILS ARE CONFIRMED WITH YOUR RESERVATION



YOUR FILES, EXPLAINED

Photo files, decoded.

The right file for the right job, with the important details explained.

WHAT IS A HIGH-RESOLUTION FILE?

The largest finished file delivered from the session. Use it for magazine advertisements, professional printing, enlargements and long-term archiving.

WHAT IS A WEB-RESOLUTION FILE?

A lighter copy optimized for websites, email and social media. It uploads faster and displays beautifully online, but it is not intended for large-format printing.

DOES WEB-RESOLUTION MEAN LOWER QUALITY?

Not visually for its intended use. It contains the same finished edit, color and composition, with fewer pixels and more compression so the file behaves better online.

WHICH VERSION SHOULD I USE?

Choose high-resolution for print and advertising; choose web-resolution for digital sharing. Avoid screenshots, which reduce quality and remove useful file information.

WHAT DOES COPYRIGHT MEAN?

Copyright is the legal ownership of the photograph itself. TEG retains it so no one else can claim, sell, alter or license your images without permission. You still receive the agreed rights to download, print and share.

WHY DO SOME IMAGES HAVE A WATERMARK?

A watermark identifies the creator and helps prevent an unfinished proof or unauthorized copy from being mistaken for the final photograph. Delivered files intended for use are provided according to your agreement.

HOW YOUR PHOTOS MOVE FROM CAMERA TO GALLERY

The selection process is designed to give you a polished, useful gallery - not a folder full of repeats.

01 EXPORT + SECURE

Files are exported, backed up and organized by client session before selection begins.

02 REVIEW EVERY FRAME

We remove test shots, blinks, missed focus, awkward transitions and images that do not meet delivery quality.

03 CHOOSE THE STRONGEST MOMENTS

Expression, ears, posture, balance, timing and technical quality determine which photographs move forward.

04 EDIT + CROP

Selected photographs receive TEG's finished color, exposure and crop adjustments while keeping the horse and moment natural.

05 BUILD A USEFUL GALLERY

Near-duplicates are narrowed to the strongest version, then portraits, movement, details and personality are balanced across the gallery.

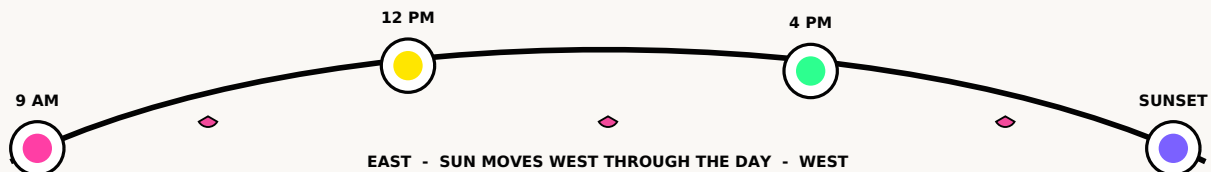
COPYRIGHT PROTECTS THE FINISHED WORK

TEG retains copyright so the original color, quality and intended use remain protected. Your delivery includes the agreed rights to download, print and share.



AUGUST 8 LIGHT GUIDE / PADUCAH, KENTUCKY

Choosing the best light.



01

9:00-10:30 AM

CLEAN MORNING LIGHT

GOOD

The sun is still low enough to create direction without the intensity of midday. Expect clean color, soft highlights and gentle dimension across the face and coat. This window works beautifully for classic standing portraits, riders with their horses and polished barn-side images with a fresh, relaxed feeling.

02

10:30 AM-4:00 PM

HIGH SUN + PEAK HEAT

LIMITED

Direct sun is higher, brighter and more likely to create deeper eye sockets, stronger contrast and short shadows beneath the horse. We will look for open shade, covered areas or a clean north-facing barn edge. The result is more even and editorial - ideal when the schedule matters more than a glowing outdoor look.

03

4:00-6:00 PM

SOFTER DIRECTIONAL LIGHT

VERY GOOD

As the sun lowers, the light gains warmth and begins to shape the horse more naturally. Expect richer coat color, longer shadows and more depth through the mane, neck and shoulders. This is a versatile window for movement, multiple outfits, groups and portraits with a warmer, more dimensional finish.

04

6:00-7:45 PM

GOLDEN EVENING LIGHT

BEST

This is the glow window: warm backlight, softer contrast, luminous edges and long, elegant shadows. It is the strongest choice for gowns, bareback finales, emotional portraits and anything meant to feel cinematic. Because the light changes quickly, horses and outfits should be ready before the reserved start time.

BEST OVERALL LIGHT: 6:00-7:45 PM / STRONG MORNING OPTION: 9:00-10:30 AM

Sunrise 6:05 AM / solar noon 1:00 PM / sunset 7:54 PM. Buildings, trees, arena orientation and weather can change usable light.



READY TO LOCK IN?

Book your session.

Before booking, please check with your trainer to confirm the barn schedule, horse availability and the best time for everyone involved. Once your trainer gives the green light, contact Caitlin to reserve your preferred session window.

PREFERRED START TIMES / CHOOSE YOUR FIRST AND SECOND CHOICE

9:00 AM

9:45 AM

10:30 AM

11:15 AM

12:00 PM

1:00 PM

2:00 PM

3:00 PM

4:00 PM

5:00 PM

6:00 PM

7:00 PM

Times are requested, not held, until availability and session length are confirmed. The 7:00 PM start is limited to a 30-minute session.

BOOK YOUR SESSION / CAITLIN + THE EQUESTRIAN GUIDE

caitlin@theeqguide.com

Text 615-715-0284

AUGUST 8, 2026 / 9:00 A.M.-SUNSET

THE SETTLEMENT EQUESTRIAN CENTER / BARN CONTACT

8200 Moore Road, Paducah, KY 42001

270-556-1832

thesettlement.equestriancenter@gmail.com

thesettlementequestrian.com

FACEBOOK / THE SETTLEMENT EQUESTRIAN CENTER

Session times are limited and reserved in advance.







