

**1. Choose a Method for Reserving Ad Space**

**Fax completed form to: (859) 971-7722**

**Mail completed form to:**

United States Dressage Federation  
4051 Iron Works Parkway  
Lexington, KY 40511

**Contact** Debbie LaBerge (717) 529-2158  
Fax: (717) 529-4005, [dlaberge@usdf.org](mailto:dlaberge@usdf.org)

**2. Complete Insertion Order Information**

\_\_\_\_\_  
Advertiser (to be listed in the Adverting Directory)

\_\_\_\_\_  
Advertising Contact

\_\_\_\_\_  
Phone E-mail

\_\_\_\_\_  
Website (to be listed in the Adverting Directory)

**Billing Information**

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone Fax

**3. Determine Ad Size & Rate**

(Please take discount for the number of ads reserved in one year)

Size	1x	3x	6x	12x	24x
<b>2-page spread</b>					
4-color	\$2,866	\$2,784	\$2,698	\$2,518	\$2,338
b/w	\$1,795	\$1,737	\$1,684	\$1,574	\$1,464
<b>Full page</b>					
4-color	\$1,505	\$1,464	\$1,418	\$1,325	\$1,233
b/w	\$ 944	\$ 916	\$ 885	\$ 829	\$ 771
<b>2/3 page</b>					
4-color	\$1,147	\$1,111	\$1,077	\$1,008	\$ 939
b/w	\$ 718	\$ 695	\$ 671	\$ 625	\$ 579
<b>1/2 page</b>					
4-color	\$ 978	\$ 949	\$ 921	\$ 862	\$ 803
b/w	\$ 596	\$ 579	\$ 561	\$ 522	\$ 482
<b>1/3 page</b>					
4-color	\$ 695	\$ 671	\$ 648	\$ 614	\$ 580
b/w	\$ 430	\$ 417	\$ 399	\$ 376	\$ 353
<b>1/6 page</b>					
4-color	\$ 422	\$ 405	\$ 394	\$ 371	\$ 348
b/w	\$ 260	\$ 255	\$ 249	\$ 232	\$ 214
<b>Covers color only</b>					
Inside covers	\$1,881	\$1,824	\$1,765	\$1,650	\$1,534
Back cover	\$2,027	\$1,968	\$1,911	\$1,795	\$1,679

**Additional Charges (full page and spreads only)**

\_\_\_10% Guaranteed Position \_\_\_\_\_

**! First payment is due by the materials deadline.** Please include your Visa or MC # on this form or send to the above address a check payable to USDF.

Card # \_\_\_\_\_

Exp date \_\_\_\_\_ \_\_\_ Visa \_\_\_ MasterCard

**4. Fill in all blanks across from each month ad will run**

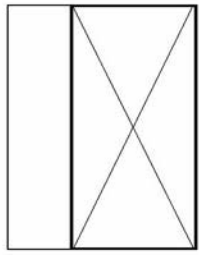
2006	Special Feature	Insertion Order	Ad size & H or V	Color or blk/white	New ad or pickup	Amount of times	Material deadline	Cost/ad
January	Rider Health and Fitness	11/5/05					11/15	
February	Convention & Symposium	12/5/05					12/15	
March	USDF Yearbook	1/5/06					1/15	
April	Showing	2/5/06					2/15	
May	Horse Health	3/5/06					3/15	
June	Adult Amateurs	4/5/06					4/15	
July	Sport Horse	5/5/06					5/15	
August	Junior/Young Riders	6/5/06					6/15	
September	Instruction and Training	7/5/06					7/15	
October	Tack and Equipment	8/5/06					8/15	
November	USDF GMO's	9/5/06					9/15	
December	Stallion/Breeding Guide	10/5/06					10/15	

**5. Signature:**

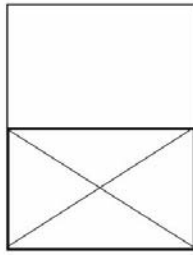
**Date:**

*I/we hereby submit to USDF the above advertising subject to the terms and conditions specified on page 2.*

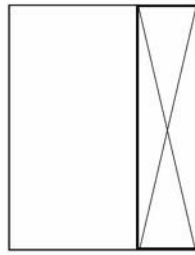
1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time. Publisher reserves the right to decline any advertisement that it judges for any reason to be inappropriate or undesirable.
3. Copy that is in variance with official USDF records or agreements must be verified by USDF and may be changed as necessary to meet the requirement of USDF.
4. If any materials provided by the advertisers do not conform to mechanical requirements and specifications, new materials will be requested.
5. Copy changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
6. Cancellations or changes must be made in writing and may not be made after the material due date.
7. Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
8. New advertisers must send first payment upon material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on credit balances over 30 days.
9. If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
10. Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which was published.
11. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
12. Publisher is not liable for delays in production, publication, or distribution.



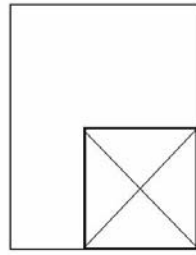
2/3 page



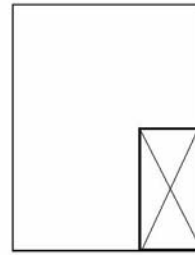
1/2 page



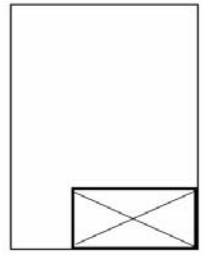
1/3 v page



1/3 h page



1/6 v page



1/6 h page

Ad Size	Horizontal	Vertical	Bleed (Trim plus 1/8-inch bleed on all sides, top and bottom)	Trim (Actual Document Size)
Full page	N/A	N/A	Inches: 8.5 x 11.0625 (Picas: 51p x 66p6)	Inches: 8.25 x 10.8125 (Picas: 49p6 x 64p10.5)
2-page spread	N/A	N/A	Create two facing full-page ads with no bleed in the center gutter between pages	
2/3 page	N/A	4.708" x 9.111" (28p3 x 54p8)	N/A	
1/2 page	7.167" x 4.417" (43p x 26p6)	N/A	N/A	
1/3 page	4.708" x 4.417" (28p3 x 26p6)	2.25" x 9.111" (13p6 x 54p8)	N/A	
1/6 page	4.708" x 2.083" (28p3 x 12p6)	2.25" x 4.417" (13p6 x 26p6)	N/A	

Sizes are provided in both picas and inches, for your convenience. Pica measurements are in parentheses.

- ◆ Preferred formats:
  - First choice: high resolution press-optimized PDF files.
  - Second choice: high resolution (300 dpi) TIFF or JPEG. (See file specifications below.)
- ◆ File specifications:
  - High resolution PDFs are created with the full version of Adobe Acrobat (not just Acrobat Reader): Use Adobe Distiller, "Press" general conversion settings with fonts embedded. Grayscale or CMYK only. (No spot colors or RGB in embedded images/files.)
  - TIFF or JPEG files: High-res (300 dpi) at ACTUAL AD SIZE; Grayscale or CMYK only. (No spot colors or RGB in embedded images/files.)
- ◆ E-mail ad files to [connection@usdf.org](mailto:connection@usdf.org). Files up to 8 MB can be received.
- ◆ Mail larger files on CD to: USDF, Marketing Department, 4051 Iron Works Parkway, Lexington, KY 40511
- ◆ When sending ad(s), please include company's contact information, designer's contact information, the size & color mode, and the issue month(s) of the ad.
- ◆ For file questions call 859-271-7883 or 859-271-7881.