2020 Media Kit

United States Dressage Federation

Your connection to dressage
Education • Competition • Achievement

Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org
www.usdf.org
As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF’s governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

**USDF BY THE NUMBERS**

- 28,210 members in 2018
- 252 business members
- 65% of members own a horse
- An average of 3 horses/person
- An average of 9 horses/business
- Over 85% of members compete
- 86,503 rides down centerline in 2018
- Increase in the number of recognized shows over the past 4 years: 7.6%
- Top 3 breeds:
  - 50% Warmbloods
  - 26% Thoroughbreds
  - 19% Quarter Horses

**USDF BY THE NUMBERS**

- 90% are adults with 84% over the age of 35
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of $100,000 or more
- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, a barn, or a tractor in the next five years
- Over 80% of members surveyed use the following products: Feeds, Supplements, and Vaccinations/Wormers.
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Average over 14,000 horses competing annually.
Our Publications

PRINT

USDF Member Guide
Visit any dressage show—whether it’s one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you’ll find the USDF Member Guide in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The USDF Member Guide is also available online.

USDF Connection
This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.

US Dressage Finals Program
This complimentary program is distributed to all competitors, trainers, horse owners, and spectators at the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.

DIGITAL

YourDressage.org
In April 2019, USDF launched YourDressage.org as a new online product that serves as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia. It currently has over 30,000 unique visitors with a 30% return rate.

USDF.org
USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.

USDF Publications E-mail
We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including USDF Connection.
USDF Connection is USDF’s member magazine. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing. So, for a direct line to the country’s most committed dressage enthusiasts, USDF Connection is the place to be!

“We have always had a wonderful relationship with USDF. We have found that USDF members have a proven track record of dedication to the sport and the well being of the horse.

The nature of dressage necessitates the need to sustain their equine partners through a long-term competitive career. Because of this, they view their equine athletes not only as partners, but also investments, making USDF members the perfect consumer for our equine products.

USDF Connection and related digital properties have consistently provided us with the perfect opportunity to connect with long term customers.”

-Kathy Sediak, Assistant Vice President Great American Insurance

Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country’s only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a “10.” The USDF’s award-winning magazine, USDF Connection, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!

Jennifer Bryant
Editor, USDF Connection
## Editorial Calendar & Deadlines

### USDF Connection

<table>
<thead>
<tr>
<th>Issue/Topics</th>
<th>Insertion Orders Due</th>
<th>Ads Due</th>
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</thead>
<tbody>
<tr>
<td><strong>January/February 2020: Stallions, breeding, and sport horses</strong></td>
<td>11/5/2019</td>
<td>11/15/2019</td>
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<tr>
<td>Made in America: US-bred sport horses • Exclusive book except from Isabell Werth • What is the difference between an “able-bodied dressage” horse and a para-dressage horse</td>
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<td><strong>March/April 2020: Yearbook</strong></td>
<td>1/5/2020</td>
<td>1/15/2020</td>
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<td>2019 US Dressage Finals coverage &amp; results • 2019 USDF year-end awards • 2019 USDF Regional Championships results • USDF annual convention photo essay</td>
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<td><strong>May/June 2020: Down center line</strong></td>
<td>3/5/2020</td>
<td>3/15/2020</td>
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<td>2020 USDF FEI-Level Trainers Conference coverage, 2020 USDF/USEF Young Rider Graduate Program coverage • Safe Sport: The new norm Special Event Distribution at Land Rover Kentucky Three-Day Event</td>
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<td><strong>July/August 2020: Horse Health</strong></td>
<td>5/5/2020</td>
<td>5/15/2020</td>
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<td>Hoof care for dressage performance • 2020 World Cup Dressage coverage</td>
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<td><strong>September/October 2020: Youth</strong></td>
<td>7/5/2020</td>
<td>7/15/2020</td>
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<td>Dressage and college • What’s new with dressage seat equitation?</td>
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<td>Special Event Distribution at Dressage at Devon</td>
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<td><strong>November/December 2020: Tack, equipment, and grooming</strong></td>
<td>9/5/2020</td>
<td>9/15/2020</td>
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<td>Secrets of top grooms • 2020 NAYC dressage coverage • Holiday gifts Special Event Distribution at USDF Convention and US Dressage Finals</td>
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### YourDressage.org

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<tr>
<td><strong>January:</strong> Inside, Outside: What do these terms mean in dressage?</td>
<td>12/1/2019</td>
<td>12/15/2019</td>
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<tr>
<td><strong>February:</strong> Profile of Axel Steiner, 2019 Roemer Foundation/USDF Hall of Fame inductee</td>
<td>1/1/2020</td>
<td>1/15/2020</td>
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<td><strong>March:</strong> Introduction to the weight aids</td>
<td>2/1/2020</td>
<td>1/15/2020</td>
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<td><strong>April:</strong> Profile of Fern Feldman, 2019 USDF Lifetime Achievement Award recipient</td>
<td>3/1/2020</td>
<td>3/15/2020</td>
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<td><strong>May:</strong> Participating in dressage clinics: What you need to know</td>
<td>4/1/2020</td>
<td>4/15/2020</td>
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<td><strong>June:</strong> Behind the scenes at the 2020 FEI World Cup Dressage Final in Las Vegas</td>
<td>5/1/2020</td>
<td>5/15/2020</td>
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<td><strong>July:</strong> Meet the USDF Volunteer of the Year</td>
<td>6/1/2020</td>
<td>6/15/2020</td>
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<td><strong>August:</strong> Betsy Steiner talks Pilates for riders</td>
<td>7/1/2020</td>
<td>7/15/2020</td>
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<td><strong>September:</strong> Looking for your dressage horse: The process</td>
<td>8/1/2020</td>
<td>8/15/2020</td>
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<td><strong>October:</strong> Meet the USDF Youth Volunteer of the Year</td>
<td>9/1/2020</td>
<td>9/15/2020</td>
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<td><strong>November:</strong> 2020 Tokyo Paralympic Games para-dressage report</td>
<td>10/1/2020</td>
<td>10/15/2020</td>
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<td><strong>December:</strong> Profile of equine artist Lisa Marie Bishop</td>
<td>11/1/2020</td>
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### USDF Member Guide

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<td>9/5/2020</td>
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### US Dressage Finals Program

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<tr>
<th>Insertion Orders Due</th>
<th>Ads Due</th>
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<tr>
<td>9/30/2020</td>
<td>10/7/2020</td>
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### USDF.org & YourDressage.org

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<thead>
<tr>
<th>Insertion Orders Due</th>
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<tr>
<td>7th before the published month</td>
<td>15th before the published month</td>
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Ad Dimensions - Print

**USDF Connection**

Trim Size ................. 8.125”x10.875”
Bleed ................................ 0.125”

Full page bleed .......... 8.375” x 11.125”
2-page spread .......... Two facing full-page ads
with no center bleed

2/3 page ......................... 4.625” x 9.175”
1/2 page horiz ............. 7.025” x 4.5”
1/2 page vert ............... 4.625” x 6.865”
1/3 page horiz ............. 4.625” x 4.5”
1/3 page vert ............... 2.225” x 9.175”
1/6 page horiz ............. 4.625” x 2.175”
1/6 page vert .............. 2.225” x 4.5”
Shop@X Large .......... 2.25” x 3”
Shop@X Small .......... 2.25” x 1.375”

**USDF Member Guide**

Trim Size ..................... 7”x8.5”
Bleed ................................ 0.125”

Full Page (no bleed) .... 6.27” x 7.625”
Full Page (w/ bleed) .... 7.25” x 8.75”
1/2 page ......................... 3” x 7.625”
1/4 page ......................... 3” x 3.68”
Outside Back Cover 3.425”x 8.5”
Bleed: 3.55” X 8.75”

**USDressage Finals Program**

Trim Size ..................... 8.125”x10.875”
Bleed ................................ 0.125”

Full Page (no bleed) .... 7.375” x 10”
Full Page (w/bleed) .... 8.375” x 11.125”
1/2 page vertical ........ 3.5652” x 10”
1/2 page horizontal .... 7.375” x 4.875”
1/4 page ......................... 3.5652” x 4.875”
Ad Dimensions - Digital

USDF.org

Horizontal banner... 90px high x 468px wide
Vertical banner ....... 330px high x 170px wide

YourDressage.org

Medium rectangle ..... 300px wide x 250px high
Leaderboard ............ 728px wide x 90px high
Half page ................. 300px wide x 600px high

USDF Publications

E-mail

Tower Banner ........... 600px high x 160px wide
Medium Banner .......... 160px high x 360px wide
Small Banner ............ 68px high x 600px wide

Contact Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org
Artwork Requirements

Print
File Format
- PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
- TIFF (.tif) – high resolution @ 300dpi
- JPEG (.jpg) – high resolution @ 300dpi

File Specifications
- CMYK color (No spot colors or RGB files)
- Files should be actual (100%) ad size

Digital (Online Properties)
File Format
- PNG (.png) – web resolution @ 72 or 100 dpi
- JPEG (.jpg) – web resolution @ 72 or 100 dpi

File Specifications
- RGB color (No spot colors or CMYK files)
- Files should be actual (100%) ad size

Submitting Files to USDF
- E-mail ad files, up to 10MB, to connection@usdf.org
- Larger files should be uploaded using a file transfer website, such as DropBox.
- Notify via e-mail (dtitland@usdf.org) that the files have been uploaded. Include company name, contact information, size, and insertion information

USDF Advertising Policies

USDF Advertising Policies
• Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
• All contents of advertisements are subject to publisher’s approval. Publisher reserves the right to reject or cancel any advertisement at any time.
• Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
• Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
• Cancellations or changes must be made in writing and may not be made after the material due date.
• Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
• New advertisers must send first payment by 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 balances over 30 days.
• 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.
• 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 ordered and which was published.
• Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
• Publisher is not liable for delays in production, publication, or distribution.