

UNITED STATES DRESSAGE FEDERATION



2017 Media Planner

SELECT FROM OUR DIVERSE ADVERTISING PROPERTIES

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

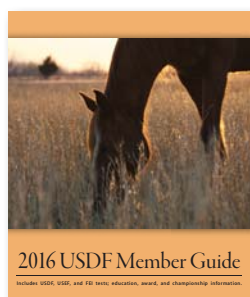
United States Dressage Federation • 4051 Iron Works Parkway, Lexington KY 40511 • 859-971-2277 • www.usdf.org

PRINT



USDF Connection and Digital Edition

Our flagship print publication contains articles written by—and with—some of the biggest and brightest names in the sport. No other publication can lay claim to being the official publication of USDF, and no other publication speaks to our members as frequently, directly, or expertly. Published 10 times a year. Also available online and on our app.



USDF Member Guide

This annual guide is a must-have reference for all our members. Also available online and on our app. Visit any show and you'll find them carrying it or looking at it on their smartphones or tablets.



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, competing for national honors.

DIGITAL



USDF Online Web and E-mail Banners

USDF offers advertising banners on the monthly USDF Your Dressage Connection e-mail (see graphic left) which invites USDF members to view the latest digital publication offerings including the USDF Connection magazine.

Also available are banner ads on our website, usdf.org. It is an interactive site where members can find all the information they may need.



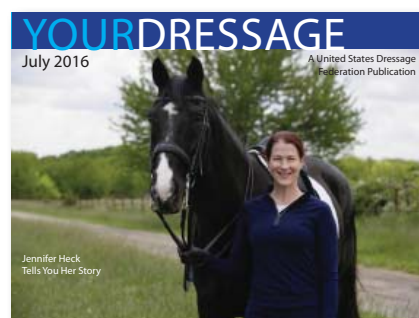
USDF Online Stallion Guide

This annual online stallion guide is interactive, with links to video and social media. This publication has features relating to breeding and USDF programs. Also includes a stallion index with information on the progeny of the stallions advertised in the formatted ad section, highlighting USDF shows and awards.



USDF: Your Dressage Connection App

This app provides access to USDF media and publications. Members have full access to all content and features of the app with the exception of retail titles, and non-members have access to any free content, including *YourDressage*, as well as timed access to sample content which is available for purchase by title.



YourDressage

The focus of this monthly publication is to provide free online content highlighting first-person experiences. A wonderful opportunity for advertisers because the publication is available to everyone with a smartphone or tablet.

ABOUT OUR MEMBERS

Contact Danielle Titland, Advertising Sales Representative · 720-300-2266 · dtitland@usdf.org
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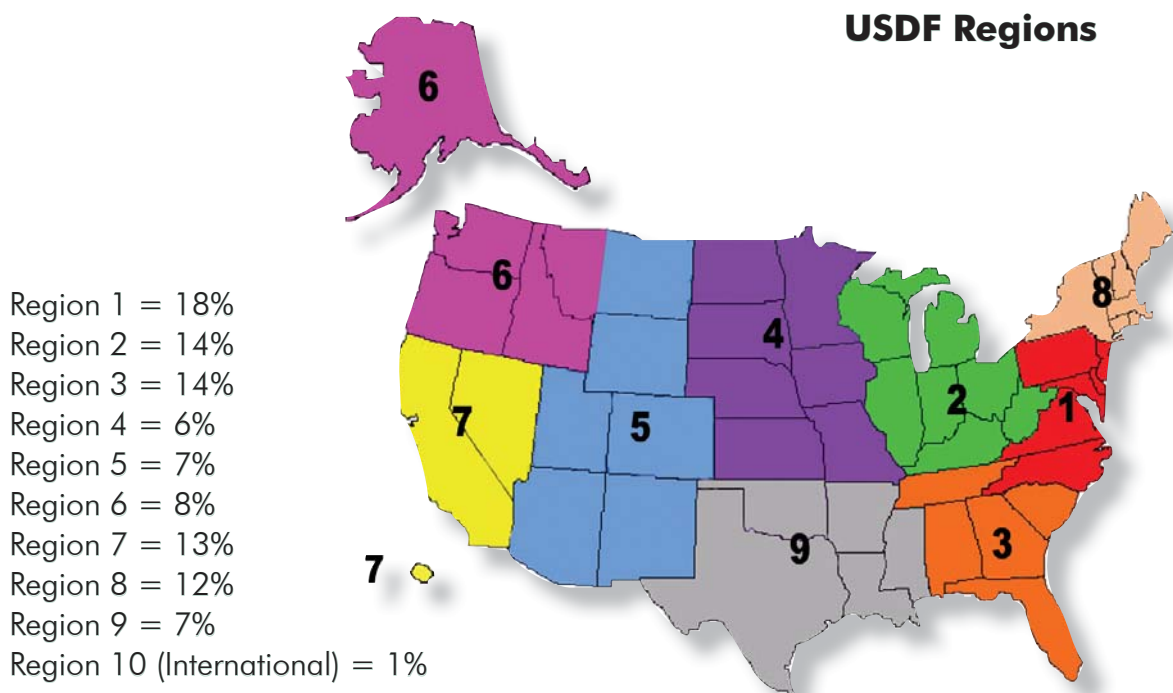
The United States Dressage Federation (USDF) is your connection to the American dressage community! As the only national organization dedicated to dressage, USDF reaches the most active dressage enthusiasts, competitors, professionals, and horse owners in this Olympic equestrian discipline.

USDF members are characterized by their uncommon loyalty to the sport of dressage, their horses, the Federation, their trainers/instructors, and supporting advertisers. Our members rely on and respond to advertising that will enhance the performance, appearance, health, and well-being of horse and rider.

USDF Membership Demographics of Note

- 30,000 members
- 90% are adults with 87% over the age of 35
- 96% are female
- 28% of membership have an income of \$150,000 or more
- 78% compete with at least one horse
- 50% ride 4-5 times a week
- 97% own at least one horse
- 64% own more than one horse
- Top 3 breeds: 50% Warmbloods, 26% Thoroughbreds, and 19% Quarter Horses
- 31% choose horse-related items and clothing as gifts
- 98% read *USDF Connection* every month
- 37% own more than 5 acres of land
- 81% purchase tack and grooming products frequently
- 23% plan to purchase arena footing in the next 5 years
- 28% plan to purchase farm equipment in the next 5 years

Approximate Percentage of Members in each Region



USDF PRINT PROPERTIES

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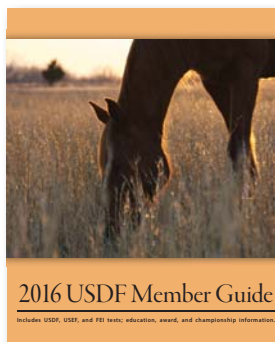


USDF Connection is mailed to USDF members ten times per year and available online. So if you want your products and services noticed by the country's most committed dressage enthusiasts, both in print and online, *USDF Connection* is the place to be.



[Click Here to See Sample Magazine](#)

USDF Member Guide



The *USDF Member Guide* includes USDF, USEF, and FEI dressage tests, as well as awards, program, and championships information, compiled in an annual edition and delivered to all members.

This book is a valuable resource that our members use all year round. The *USDF Member Guide* is a membership benefit to USDF members.

An added bonus is the online *USDF Member Guide* which is also free to non-members. Direct links from advertisements to websites and materials will be provided.



[Click Here to See Member Guide](#)

Editorial Calendar and Deadlines

USDF CONNECTION MAGAZINE

ISSUE: Special Features	INSERTION ORDERS DUE	MATERIALS DUE
February: Yearbook; Special Editorial for Year-End Awards incl. US National Dressage Finals	12/5/2016	12/15/2016
March: Adult Amateurs	1/5/2017	1/15/2017
April: Arenas, Farms, & Barns; Special Event Distribution at Rolex Three-Day Event	2/5/2017	2/15/2017
May: Show Issue	3/5/2017	3/15/2017
June: Horse Health	4/5/2017	4/15/2017
July/August: Youth	5/5/2017	5/15/2017
September: Sport Horses Special Event Distribution at Dressage at Devon	7/5/2017	7/15/2017
October: Tack, Equipment, & Grooming	8/5/2017	8/15/2017
November: The Art of Dressage Special Event Distribution at USDF Convention and US Dressage Finals Special Editorial for Holiday Gifts	9/5/2017	9/15/2017
December/January: Stallion & Breeding	10/5/2017	10/15/2017

USDF Connection Ad Dimensions

Full page bleed.....	8.375" x 11.125"
Full page trim.....	8.125" x 10.875"
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.....	2.25" x 3"

USDF Member Guide Deadlines

Insertion Orders Due 9/5/2017

Materials Due 9/15/2017

USDF Member Guide Ad Dimensions

Two-Page Spread	7.25" x 8.75" (each side bleed)
Outside Back Cover	3.09" x 7.75"; Bleed: 3.6" X 8.75"
Inside Front Cover	6.375" x 7.75"; Bleed: 7.25" X 8.75"
Inside Back Cover	6.375" x 7.75"; Bleed: 7.25" X 8.75"
Full Page	6.27" x 7.625"; Bleed: 7.25" X 8.75"
1/2 page	3" x 7.625" (bleed not available)
1/4 page.....	3" x 3.68" (bleed not available)

*Contact for specific perfect bound bleed instructions

US Dressage Finals Program



Be a part of the US Dressage Finals by advertising in the official show

program. Complimentary programs will be distributed to all competitors, trainers, horse owners, and spectators (Print distribution - 1,000 +)



[Click Here to See US Dressage Finals Website](#)

US Dressage Finals Program Deadlines

Insertion Orders Due 9/30/2017

Materials Due 10/7/2017

US Dressage Finals Program Ad Dimensions

Full Page	7.375" x 10" (live area); 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"
Actual trim size is 8.125" x 10.875"	

ONLINE WEB AND E-MAIL BANNERS

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USDF offers advertising banners on the USDF: Your Dressage Connection e-mail (see graphic below right) which invites USDF members to view the latest digital offerings including the *USDF Connection* magazine. This e-mail is sent out to our members once a month.

The USDF website (see graphic below left), www.usdf.org, is an interactive site where members can find all the information they need for shows, USDF programs, competitions and clinics, dressage educational materials, horse registration, membership, and shopping.

The USDF website receives an average of over 200K visits and over 45K unique visitors each month. The average user spends more than nine minutes on the site per visit.



Click Here to See
USDF Website

USDF Online Banner Deadlines

WEB AND E-MAIL BANNERS

7th before the
published month

15th before the
published month

USDF Online Banner Ad Dimensions

Website Full Banner 90px tall x 468px wide

Website Pop-Up Vertical Banner

2 files needed: 100px tall X 120px wide & 240px tall X 120px wide (for pop-up)

USDF: Your Dressage Connection Tower Banner 600px tall x 160px wide

USDF: Your Dressage Connection Medium Banner 160px tall x 360px wide

USDF: Your Dressage Connection Small Banner 68px tall x 600px wide

OTHER DIGITAL PROPERTIES

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USDF Online Stallion Guide



This is an annual online stallion guide, released by the United States Dressage Federation for the dressage community, exclusively for breeders. This interactive guide has links for video and social media, give you all the information you need to make a favorable breeding decision. Whether you are interested in breeding your mare, or are looking for a stallion with offspring already on the ground, this is a great way to learn more about dressage breeders throughout North America.



USDF Online Stallion Guide Ad Rates

Insertion Orders Due 12/1/2017

Materials Due 12/15/2017

The USDF Online Stallion Guide will be published February 15, 2017. An e-mail announcement will go out to over 30,000 addresses when the publication goes live.



USDF Online Stallion Guide Ad Dimensions

Full Page 8.125" x 10.875"

1/2 page horizontal 7.025" x 4.5"

1/4 page 3.4125" x 4.5"

Advertising Opportunities on USDF: Your Dressage Connection app



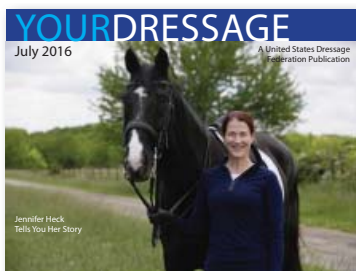
Introduced in 2016, the new USDF: Your Dressage Connection app is for all mobile devices. The USDF app provides access to USDF media and publications. USDF members have full access to all content and features of the app with the exception of retail titles, and non-members will have access to any free content, as well as timed access to sample other content which will be available for purchase by title.

- **Rotating Banners on the Storefront.** A total of seven rotating banners appear at the top of the app storefront.
- **Auto Slider Windows in half or full page views.** For advertisers with a full page ad in the magazine, they may view and/or purchase content that automatically displays when page is viewed
- **Auto Overlay Windows for video.** For advertisers with a full page ad in the magazine, this puts an overlay over the page to display a video. Can be viewed small or enlarged to full page size.
- **Additional content links, such as video, audio, or other multimedia.** Advertisers with any size ad in the magazine may purchase additional multimedia icons that link to that content. This content will open in a slider window when clicked.
- **Social Media Icon.** Icons that link to your social media page, i.e. Facebook, Twitter, etc., may be added to any size ad.

YourDressage the New ePub available on the App

The focus of **YOURDRESSAGE** is to provide a free online publication highlighting first person experiences..

This is a wonderful opportunity for advertisers because this publication will be available to everyone with a phone or a tablet that is a dressage enthusiast.



Deadlines

Insertion Order Due: 25th of the month before cover date

Materials Due: 1st of the month of the cover date

Ad Sizes and Rates

Full page 10" W x 7.5" H

Half page 4.65" W x 6.75" H

Quarter page 2.25" W x 6.75" H

Files should be in a press quality PDF format.

For additional options see app advertising opportunities

ART WORK REQUIREMENTS AND GENERAL POLICIES

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Art Work Requirements for Ads in USDF Printed Publications

Preferred formats:

- **First choice:** high resolution press quality-optimized PDF files. Use Adobe Acrobat or Distiller "Press Quality" Settings with fonts embedded.
- **Second choice:** high resolution (300 dpi) TIFF or JPEG.

File specifications:

- CMYK or Grayscale only. (No spot colors or RGB images/files.)
- Files should be actual (100%) ad size

Getting files to USDF:

- E-mail ad files to connection@usdf.org. Files up to 10 MB can be received.
- Larger files should be uploaded to our FTP site at: <ftp://ftp.pubpress.com/>, USER NAME: usdfads, PASSWORD: line44. Then notify us by e-mail (connection@usdf.org) that you have put a file on our site and include company's contact information, designer's contact information, the size and color mode, and the issue month(s) of the ad in your e-mail.

Questions call 859-271-7883 or e-mail connection@usdf.org

Art Work Requirements for Ads in USDF Online Publications and Web Banners

Preferred formats:

- Web resolution JPEGs. (72 dpi)

File specifications:

- RGB only. (No spot colors or CMYK images/files.)
- Files should be sized at actual (100%).

Getting files to USDF:

- E-mail files to connection@usdf.org.

Questions call 859-271-7883 or E-mail to connection@usdf.org.

USDF General 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 or its agent 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.