



# US Dressage Finals Program

**US Dressage Finals**  
*Presented by Adequan*  
 November 7-10, 2019  
 Kentucky Horse Park  
[www.usdressagefinals.com](http://www.usdressagefinals.com)

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. The US Dressage Finals is a premier event that will showcase the top adult dressage competitors, competing for national honors at all levels. Take advantage of this perfect opportunity to target a trend setting audience.

*(Print distribution - 1,000+)*

Advertiser's Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Contact Person/Tel: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_

*Please make sure that the address on this form matches the credit card billing address.*

## Rate Card

### COLOR - ADS

Actual trim size is 8.125" x 10.875"

Check Selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="checkbox"/>	Full Page	\$772.00	8.125" x 10.875"	8.375" x 11.125"
<input type="checkbox"/>	Half Page Vertical	\$497.00	3.5625" x 10"	n/a
<input type="checkbox"/>	Half Page Horizontal	\$497.00	7.375" x 4.875"	n/a
<input type="checkbox"/>	Quarter Page	\$275.00	3.5625" x 4.875"	n/a

### BLACK & WHITE - ADS

Actual trim size is 8.125" x 10.875"

Check Selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="checkbox"/>	Full Page	\$550.00	8.125" x 10.875"	8.375" x 11.125"
<input type="checkbox"/>	Half Page Horizontal	\$330.00	7.375" x 4.875"	n/a
<input type="checkbox"/>	Quarter Page	\$190.00	3.5625" x 4.875"	n/a
<input type="checkbox"/>	Business Card size	\$125.00	3.75" x 2.375"	n/a

**15% discount for  
USDF Business Members or Trade Fair Vendors**

## Deadlines

**Insertion Order Due: September 27, 2019**

**Materials Due: October 4, 2019**

## Art Work Requirements for Ads

### Preferred formats:

- First choice: high resolution press quality-optimized PDF files. Use Adobe Acrobat or Distiller "Press Quality" Settings with fonts embedded. No crop marks.
- 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
- Bleeds must extend at least 1/8" outside of trim.

### Getting files to USDF:

- E-mail ad files to [ditland@usdf.org](mailto:ditland@usdf.org). Files up to 10 MB can be received.
- Larger files should be uploaded using a file transfer website, such as DropBox. Then notify us by e-mail ([ditland@usdf.org](mailto:ditland@usdf.org)).

Questions call 720-300-2266 or E-mail to [ditland@usdf.org](mailto:ditland@usdf.org)