



US Dressage Finals Program

US Dressage Finals
Presented by Adequan
 November 7-10, 2019
 Kentucky Horse Park
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. 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 and designer's contact information in your e-mail.

Questions call 720-300-2266 or E-mail to ditland@usdf.org