



2012 United States Dressage Federation PUBLICATIONS MEDIA KIT

The United States Dressage Federation (USDF) is the only national membership organization dedicated to dressage education, the recognition of achievement and promotion of this Olympic discipline. USDF has more than 30 educational programs, 125 affiliate local or regional clubs and more than 2,000 annual awards for excellence in competition.

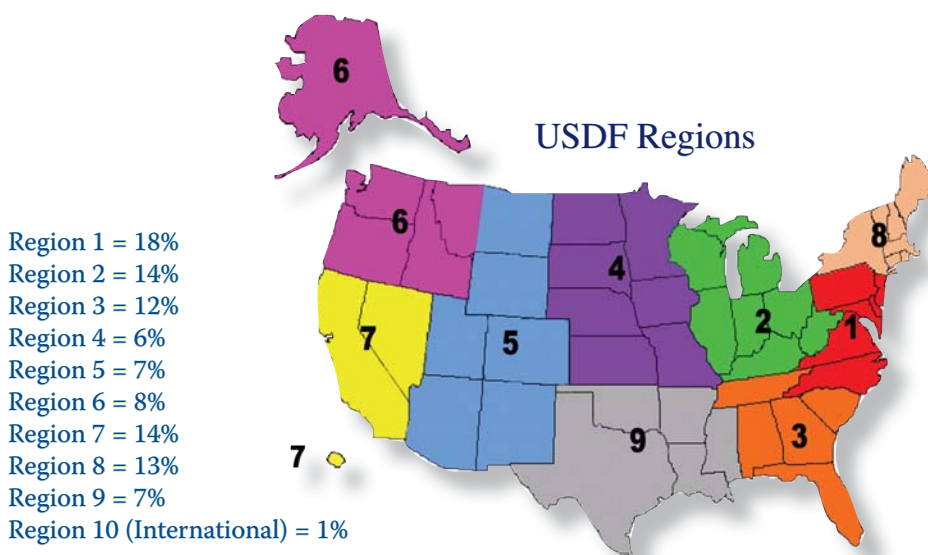
About Our Members

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 increase the performance, appearance, health, and well-being of horse and rider.

USDF membership demographics of note:

- USDF's 30,000 members are adult amateurs, trainers, instructors, breeders, officials, show managers, and youth
- 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% chose 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





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USDF Connection Magazine



[Click Here to See
Sample Magazine](#)

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 as our award-winning magazine, *USDF Connection*.

USDF Connection contains articles written by - and with - some of the biggest and brightest names in the sport, including Steffen Peters and Lendon Gray and international judges Anne Gribbons and Jayne Ayers. The magazine's advisory committee is a virtual who's who of the sport to help ensure great content, and great content ensures readability.

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.

USDF Connection

is mailed to USDF members ten times a year and available online.



USDF Connection Magazine Departments

Departments

Inside USDF
Heads Up
Clinic
The Judge's Box

All-Breeds Connection

Rider's Market
Sport-Horse Connection

Horse-Health Connection

Amateur Hour

Under 21

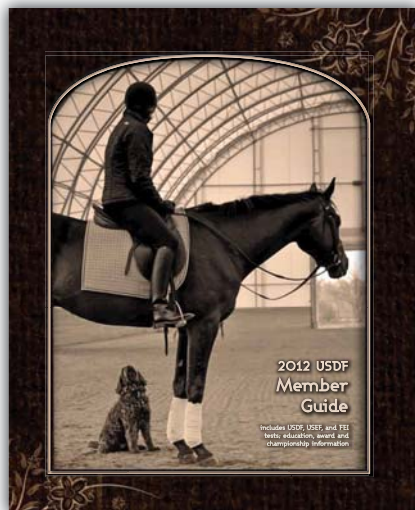
Focus

Federation leadership
News and happenings from the world of dressage
Expert training advice for riders at all levels
Judging and competition insights from the country's most respected dressage judges
Monthly spotlight on one of USDF's many participating breed organizations
New products for the dressage market
Topics of interest to sport-horse breeders, owners, and trainers
Veterinary and other horse-health issues including regular research updates by McPhail Chairholder and world-renowned equine-biomechanics expert Dr. Hilary Clayton
Profiles and topics of interest to adult-amateur dressage riders
Profiles and topics of interest to juniors and young riders

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USDF Member Guide

The USDF Member Guide includes USDF, USEF and FEI Dressage Tests, awards, program and championships information

Visit any dressage show—whether it's one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 700 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.

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 *USDF Member Guide Online*. Direct links from advertisements to websites and materials will be provided.



[Click Here to See Member Guide](#)



USDF Website

The USDF website, 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.



[Click Here to See USDF Website](#)

The site is more accessible than ever before with easier navigation, a search button and all the necessary forms and documents in one convenient location.

E-TRAK, USDF's exclusive new online learning center, provides unlimited online access to articles and videos on equine health care, training, and much more! This new member benefit will increase traffic to the USDF website.

The USDF website averages over 200K visitors each month and averages over 45K unique visitors each month who spend an average of over 4 minutes on the site. (A good duration is considered 4.5 or higher.) *Source: www.newfangled.com, Average Website Traffic Stats by Eric Holder.*



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Editorial Calendar, Insertion & Materials Due Dates

MONTH	ISSUE THEME	EVENT DISTRIBUTION (BD)/ SPECIAL SECTION (SS)	INSERTION ORDERS DUE	MATERIALS DUE
USDF CONNECTION MAGAZINE				
February	Yearbook	Year-End Awards (SS)	12/5/2011	12/15/2011
March	Arenas & Facilities		1/5/2012	1/15/2012
April	Showing	Rolex Three-Day Event (ED)	2/5/2012	2/15/2012
May	Wide World of Dressage		3/5/2012	3/15/2012
June	Horse Health		4/5/2012	4/15/2012
July/August	Sport Horses Olympic Games Preview		5/5/2012	5/15/2012
September	Adult Amateurs	Dressage at Devon (ED) Convention & Symposium Registration (SS)	7/5/2012	7/15/2012
October	Tack, Equipment & Grooming		8/5/2012	8/15/2012
November	Para-Equestrian	USDF Convention (ED) Holiday Gifts (SS)	9/5/2012	9/15/2012
December/January	Stallion & Breeding		10/5/2012	10/15/2012
USDF WEBSITE				
			7th before the published month	15th before the published month
USDF MEMBER GUIDE				
			8/5/2012	8/15/2012

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.



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USDF Connection Magazine Ad Rates

Size	1X	3X	6X	12X	24X
2-page spread					
4-color	\$3,650	\$3,545	\$3,435	\$3,207	\$2,978
b/w	\$2,287	\$2,212	\$2,144	\$2,004	\$1,865
Full page					
4-color	\$1,916	\$1,865	\$1,806	\$1,687	\$1,570
b/w	\$1,280	\$1,166	\$1,127	\$1,056	\$ 982
2/3 page					
4-color	\$1,460	\$1,414	\$1,371	\$1,283	\$1,196
b/w	\$ 915	\$ 885	\$ 855	\$ 795	\$ 737
1/2 page					
4-color	\$1,246	\$1,209	\$1,173	\$1,097	\$1,022
b/w	\$ 759	\$ 737	\$ 714	\$ 665	\$ 614
1/3 page					
4-color	\$ 885	\$ 855	\$ 825	\$ 781	\$ 739
b/w	\$ 548	\$ 531	\$ 508	\$ 480	\$ 448
1/6 page					
4-color	\$ 537	\$ 515	\$ 502	\$ 471	\$ 443
b/w	\$ 330	\$ 325	\$ 317	\$ 295	\$ 272
Covers 4-color only					
Inside covers	\$2,395	\$2,322	\$2,247	\$2,100	\$1,953
Back cover	\$2,582	\$2,506	\$2,433	\$2,287	\$2,138

Rates effective as of October 5, 2011

- Frequency discounts are reflected in the listed rates. Contract/insertion orders must be signed by space reservation deadline date.
- 10% Guaranteed Position charge (full page and spreads only).

Shop@X (Special Ad Section)

- Flat rate of \$750 for 6 issues (must be consecutive months).
- Cost includes in-house design and layout. Design can have one logo and/or one photo and up to 15 words of type, excluding contact information. One proof will be faxed or e-mailed to client.
- Advertiser will be allowed one free editorial change a year, additional copy changes will be charged at \$35 per insertion.
- No discounts will apply for Shop@X. All ads must be pre-paid by credit card or check.

USDF Member Guide Ad Rates

Size	Rates
Two-Page Spread	\$1,672
Full Page Outside Back Cover 4 color	\$1,365
Full Page Inside Front Cover 4 color	\$1,215
Inside Back Cover 4 color	\$1,215
Full Page 4 color	\$1,115
Full Page b/w	\$905
1/2 page 4 color	\$870
1/2 page b/w	\$660
1/4 page 4 color	\$625
1/4 page b/w	\$415

USDF Online Banner Rates

Full Banner

Top of page, exclusive placement, designated pages by topic, restrictions may apply. (does not include home page)

Option 1: \$1,500 per month, average monthly views of 5,001-10,000+

Option 2: \$1,250 per month with print buy of 1x – 6x insertion order, average monthly views of 5,001-10,000+

Option 3: \$1,000 per month with print buy of 7x – 12x insertion order, average monthly views of 5,001-10,000+

Option 4: \$1,000 per month, average monthly views of 2,000-5,000

Option 5: \$750 per month with print buy of 1x – 6x insertion order, average monthly views of 2,000-5,000

Option 6: \$500 per month with print buy of 7x – 12x insertion order, average monty views of 2,000-5,000

Pop-Up Vertical Banner

At bottom of page, run-of-site (ROS) with 1 of 3 page view rotation.

Option 1: \$350 per month

Option 2: \$250 per month with print buy of 1x – 6x insertion order

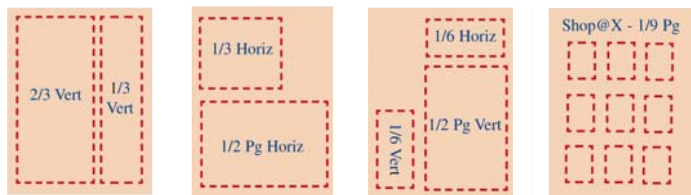
Option 3: \$150 per month with print buy of 7x – 12x insertion order



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USDF Connection Magazine 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"



Art Work Requirements for Ads in USDF Printed Publications

USDF Connection and USDF Member Guide

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 to connection@usdf.org

USDF Member Guide Ad Dimensions

Full Page Outside Back Cover	3.09" x 7.75"; Bleed: 3.6" X 8.75"
Full Page Inside Front Cover	6.375" x 7.75"; Bleed: 7.25" X 8.75"
Full Page Inside Back Cover	6.375" x 7.75"; Bleed: 7.25" X 8.75"
Full Page Spread	7.25" x 8.75" (each side bleed)
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)



Click on the ad dimensions in the tables to see sample ads.

USDF Online Banner Ad Dimensions

Full Banner	468px X 90px
Pop-Up Vertical Banner	2 files needed: 120px X 100px & 120px X 240px (for pop-up)

Art Work Requirements for USDF Online 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.

