



THE PUBLICATION OF THE UNITED STATES EVENTING ASSOCIATION

# EVENTING USA

WWW.USEVENTING.COM

## 2017 DISPLAY ADVERTISING RATE SHEET

FOUR-COLOR ADS	1X	2X	3X	4X	5X	6X
Full page	\$1,495	\$1,460	\$1,425	\$1,390	\$1,355	\$1,320
2/3 page	\$1,150	\$1,120	\$1,090	\$1,060	\$1,030	\$1,000
1/2 page	\$920	\$895	\$870	\$845	\$820	\$795
1/3 page	\$565	\$545	\$525	\$505	\$485	\$465
1/4 page	\$470	\$455	\$440	\$425	\$410	\$395
1/6 page	\$375	\$365	\$355	\$345	\$335	\$325
1/12 page	\$100	\$100	\$100	\$100	\$100	\$100

SPECIAL POSITIONS	1x	2x	3x	4x	5x	6x
Inside Front Cover	\$1,855	\$1,820	\$1,785	\$1,750	\$1,715	\$1,680
Page 1	\$1,780	\$1,740	\$1,700	\$1,660	\$1,620	\$1,580
Inside Back Cover	\$1,855	\$1,820	\$1,785	\$1,750	\$1,715	\$1,680
Back Cover	\$1,995	\$1,955	\$1,915	\$1,875	\$1,835	\$1,795

All covers are four-color

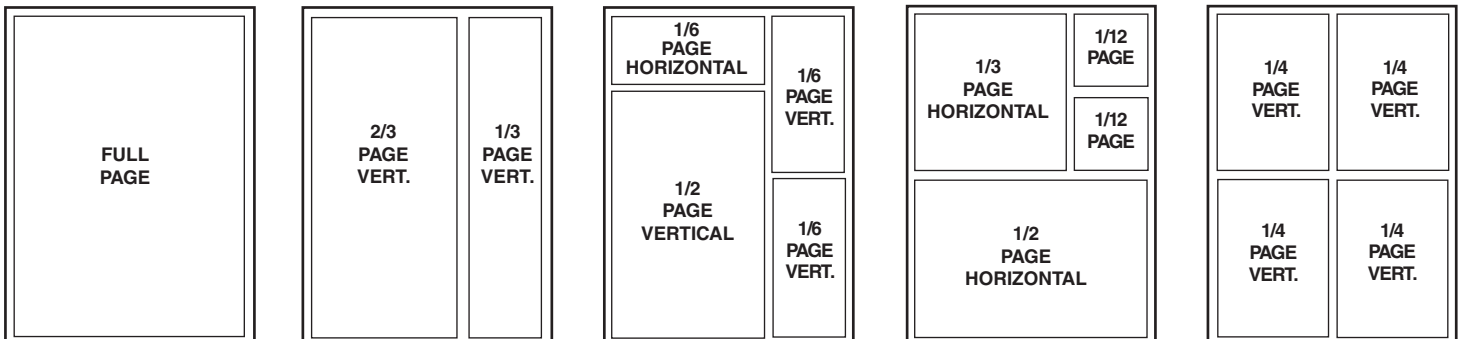
BLACK/WHITE ADS	1x	2x	3x	4x	5x	6x
Full page	\$765	\$740	\$715	\$690	\$665	\$640
2/3 page	\$575	\$555	\$535	\$515	\$485	\$475
1/2 page	\$460	\$445	\$430	\$415	\$400	\$385
1/3 page	\$325	\$310	\$295	\$280	\$265	\$250
1/4 page	\$270	\$260	\$250	\$240	\$230	\$220
1/6 page	\$180	\$170	\$160	\$150	\$140	\$130
1/12 page	\$50	\$50	\$50	\$50	\$50	\$50

(B&W Marketplace Ad)

### AD DIMENSIONS

Size	Inches W x H	Size	Inches W x H	Size	Inches W x H
Full page - bleed	8.375" x 11.125"	1/2 page vertical	4.625" x 7"	1/4 page (one size)	3.5" x 4.5"
Full page - no bleed	7" x 9.5"	1/2 page horizontal	7" x 4.5"	1/6 page vertical	2.2" x 4.5"
2/3 page vertical	4.6" x 9.5"	1/3 page vertical	2.2" x 9.5"	1/6 page horizontal	4.6" x 2"
		1/3 page horizontal	4.6" x 4.5"	1/12 page (one size)	2.2" x 2"

### DIAGRAM OF AD SIZES





# EVENTING USA

## REQUIREMENTS FOR SUPPLIED ARTWORK

### Printing:

*Eventing USA* is printed by web-fed offset press with perfect binding.

### Paper:

Cover: 100lb. coated matte with UV coating.  
Text: 80lb. coated gloss.

### Trim Size:

8 1/8" x 10 3/4" (8.125" x 10.875")

### Full Page Bleed Size:

8 3/8" x 11" (8.375" x 11.125")  
Allows 1/8" safety margin beyond trim.

### Materials & Guidelines:

Digital files may be sent on CD or E-mailed as an Adobe Acrobat press ready PDF (300 dpi), Adobe InDesign CS file, Adobe Photoshop CS JPEG or TIFF file at 300 dpi, or an Adobe Illustrator CS EPS file at 300 dpi. Stuffed or Zipped files accepted.

### Fonts & Images:

Fonts and images necessary for printing the ad must be supplied with Adobe InDesign files, or embedded within a PDF, TIFF, or JPEG file. Convert all text to outlines within an Adobe Illustrator EPS file.

### Color:

Ads must be in CMYK or Grayscale mode. RGB files will be converted to CMYK. No Pantone PMS spot colors accepted.

### Terms:

All advertising contracted by phone must be confirmed in writing with an insertion order contract and received by the insertion order date. Pre-payment in full is required for all 1x frequency insertions. Advertiser will be invoiced per issue thereafter. If invoice is not paid within 30 days of invoice date a 1.5% interest will be charged per month on past due accounts. Ads will be subject to cancellation if invoice is over 60 days past due.

## PUBLICATION PROFILE

- *Eventing USA* offers advertisers a quality selling environment to an audience with concentrated buying power. The magazine's readers actively participate in the sport of eventing, comprised of dressage, cross-country and show jumping. Considered the triathlon of equestrian competition, eventing requires the purchase of more horse and rider equipment and other related products than any other equestrian discipline. This brings more impact to your advertising dollar.

- *Eventing USA* is the only national magazine devoted exclusively to eventing. We are very proud of our award winning publication printed bi-monthly by the United States Eventing Association, Inc. This 64-80 page full color magazine is distributed to over 12,000 members, from Beginner Novice level riders to Olympic gold medalists, including horse owners, trainers, grooms, officials and even family members. Everyone who loves eventing reads *Eventing USA*.

- *Eventing USA* provides quality educational material to its audience. Each issue gives insight to a variety of topics including training, nutrition, horse care, veterinary treatments, safety, competition results, current events, and more.

## INSERTION ORDER & MATERIALS DEADLINES

Issue	Insertion Order Due	Materials Due Date
Jan/Feb	December 19, 2016	January 9, 2017
March/April	February 20, 2017	March 6, 2017
May/June	April 24, 2017	May 8, 2017
July/August	June 28, 2017	July 10, 2017
Sept/Oct	August 21, 2017	September 4, 2017
Nov/Dec	October 23, 2017	November 6, 2017

## 2016 ISSUE MAILING DATES

Jan/Feb	January 30, 2017
March/April	March 31, 2017
May/June	May 29, 2017
July/August	July 28, 2017
Sep/Oct	September 29, 2017
Nov/Dec	November 27, 2017