



2017 Omnibus

Display Advertising Rate Sheet

All ads are black and white including covers.

DISPLAY ADS	1x	2x	3x
Full page	\$390	\$340	\$320
1/2 page	\$250	\$210	\$190
1/3 page	\$160	\$135	\$125
1/6 page (Marketplace ad)	\$50	\$50	\$50

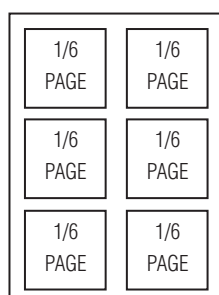
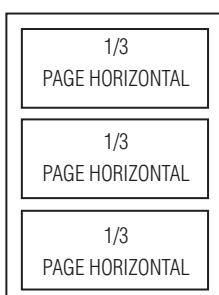
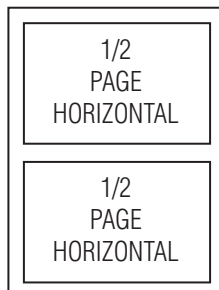
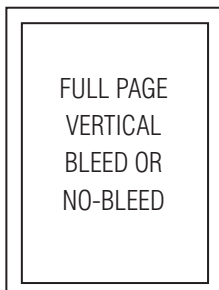
COVER ADS	1x	2x	3x
Inside Front	\$425	\$400	\$375
Inside Back	\$425	\$400	\$375
Back Cover	\$450	\$425	\$400

AD DIMENSIONS

Size	Inches W x H (Decimal)
Full page with bleed	5 3/4" x 8 3/4" (5.75 x 8.75)
Full page	4 1/2" x 7 1/4" (4.5 x 7.25)
1/2 page horizontal	4 1/2" x 3 1/2" (4.5 x 3.5)
1/3 page horizontal	4 1/2" x 2 1/4" (4.5 x 2.25)
1/6 page (Marketplace ad)	2 1/8" x 2 1/4" (2.125 x 2.25)

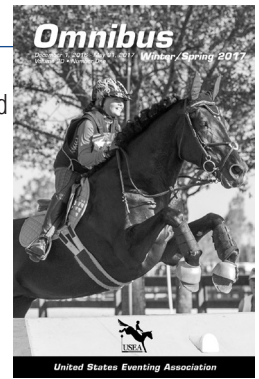
INSERTION ORDER & MATERIALS DEADLINES

Summer	March 1, 2017
Fall	June 2, 2017
Winter/Spring 2018	October 6, 2017



PUBLICATION PROFILE

The USEA *Omnibus*, published three times a year, contains every USEA and USEF recognized eventing competition in the United States. This publication is the "Competition Information Calendar" available to USEA members from Beginner Novice to Advanced level riders, including horse owners, trainers, grooms, and officials. 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!



REQUIREMENTS FOR SUPPLIED ARTWORK

Printing: The USEA *Omnibus* is printed by web-fed offset press and perfect bound.

Paper: Cover: 100 lb. coated Inside: 50 lb. text

Trim Size: 5 1/2" x 8 1/2" (5.5" x 8.5")

Full Page Bleed Size: 5 3/4" x 8 3/4" (5.75" x 8.75")

Allows 1/8" safety margin beyond trim size.

Color: Black and white must be in Greyscale mode.

Fonts & Images: Fonts and images necessary for printing the ad must be embedded within a PDF, TIFF, or JPEG file.

Materials & Guidelines: Digital files may be sent on CD or E-mailed as an Adobe Acrobat press ready PDF (300 dpi), or an Adobe Photoshop CS JPEG or TIFF file at 300 dpi. Stuffit or Zipped files accepted.

Terms: All advertising contracted by phone must be confirmed in writing with an insertion order, an advertising contract, dated letter, or e-mail, 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.

AD MATERIALS & INQUIRIES

Mail or Fax insertion orders to:

Nancy Knight, Advertising Manager
 USEA • 525 Old Waterford Rd. NW, Leesburg, VA 20176
 Phone: 703-669-9997 • Fax: 703-779-0550 E-mail:
 nancy@useventing.com

E-mail ads to:

nancy@useventing.com