



## E-NEWSLETTER ADVERTISING ORDER FORM

The USEA eNewsletter is published 52 times per year and reaches over 32,000 subscribers. The eNewsletter provides a recap of the need-to-know information from the sport of eventing in a concise easy to read format.

### Advertising Rates:

- 1x \$250.00 for one issue in a month
- 2x \$225.00 each for two issues in the same month
- 3x \$200.00 each for three issue in the same month
- 4x \$150.00 each for four issues in the same month
- 5x \$100.00 each for five issues in the same month

**Banner ad size:**  
450x500 (72 dpi)

2018 publication dates below.

**Deadline: Friday prior to publication date.**

### ADVERTISER:

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

### AD AGENCY:

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Date: \_\_\_\_\_

Invoice to: \_\_\_\_\_

Have you advertised with us before:  YES  NO

If yes, when? \_\_\_\_\_

*Note: Pre-payment in full is required for all 1x frequency insertions. Advertiser will be invoiced per indicated amount:* \_\_\_\_\_

✓	ISSUE	YEAR	CHOOSE FREQUENCY RATE	SPECIAL INSTRUCTIONS	COST
	January	2018	<input type="checkbox"/> 1/2 <input type="checkbox"/> 1/8 <input type="checkbox"/> 1/15 <input type="checkbox"/> 1/22 <input type="checkbox"/> 1/29		
	February	2018	<input type="checkbox"/> 2/5 <input type="checkbox"/> 2/12 <input type="checkbox"/> 2/19 <input type="checkbox"/> 2/26		
	March	2018	<input type="checkbox"/> 3/5 <input type="checkbox"/> 3/12 <input type="checkbox"/> 3/19 <input type="checkbox"/> 3/26		
	April	2018	<input type="checkbox"/> 4/2 <input type="checkbox"/> 4/9 <input type="checkbox"/> 4/16 <input type="checkbox"/> 4/23 <input type="checkbox"/> 4/30		
	May	2018	<input type="checkbox"/> 5/7 <input type="checkbox"/> 5/14 <input type="checkbox"/> 5/21 <input type="checkbox"/> 5/28		
	June	2018	<input type="checkbox"/> 6/4 <input type="checkbox"/> 6/11 <input type="checkbox"/> 6/18 <input type="checkbox"/> 6/25		
	July	2018	<input type="checkbox"/> 7/2 <input type="checkbox"/> 7/9 <input type="checkbox"/> 7/16 <input type="checkbox"/> 7/23 <input type="checkbox"/> 7/30		
	August	2018	<input type="checkbox"/> 8/6 <input type="checkbox"/> 8/13 <input type="checkbox"/> 8/20 <input type="checkbox"/> 8/27		
	September	2018	<input type="checkbox"/> 9/4 <input type="checkbox"/> 9/10 <input type="checkbox"/> 9/17 <input type="checkbox"/> 9/24		
	October	2018	<input type="checkbox"/> 10/1 <input type="checkbox"/> 10/8 <input type="checkbox"/> 10/15 <input type="checkbox"/> 10/22 <input type="checkbox"/> 10/29		
	November	2018	<input type="checkbox"/> 11/5 <input type="checkbox"/> 11/12 <input type="checkbox"/> 11/19 <input type="checkbox"/> 11/26		
	December	2018	<input type="checkbox"/> 12/3 <input type="checkbox"/> 12/10 <input type="checkbox"/> 12/17 <input type="checkbox"/> 12/24 <input type="checkbox"/> 12/31		

**TOTAL:** \_\_\_\_\_

**AD MATERIAL:** Ad size: 450x500 Material Coming: \_\_\_\_\_ Date: \_\_\_\_\_

**METHOD OF PAYMENT:**  Check (Made out to USEA Inc in U.S. funds only)

Visa  MasterCard  AmEx Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Print name as it appears: \_\_\_\_\_

Cancellations or changes in orders cannot be accepted after the published issue. All copy elements are subject to Publisher approval. Advertiser and/or its agency acknowledges receipt of and agrees to the terms and conditions included in the issue's current rates. Terms: Pre-payment is required for all 1x frequency insertions. Advertiser will be invoiced per issue of advertisement 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 past due 60 days.

**PLEASE RETURN THIS SIGNED CONTRACT WITH PAYMENT TO:**

Nancy Knight, Senior Director of Advertising

USEA • 525 Old Waterford Rd. NW • Leesburg, VA 20186 • Phone: 703-669-9997 • Fax: 703-779-0550

**PLEASE SEND AD MATERIAL TO:** Email: nancy@useventing.com