

# USEA

## 2019

# ADVERTISING OPPORTUNITIES



THE NATIONAL ASSOCIATION FOR THE SPORT OF EVENTING



United States Eventing Association

525 Old Waterford Road, NW | Leesburg, Virginia | 20176 | Phone: 703.779.0440 | Fax: 703.779.0550

Email: [info@useventing.com](mailto:info@useventing.com) | Web: [www.useventing.com](http://www.useventing.com)

# UNITED STATES EVENTING ASSOCIATION



**NOW** celebrating our 60<sup>th</sup> Anniversary as the national association for the sport of eventing, we provide creative and strategic advertising solutions that reach our audience across multiple platforms.

The USEA expands every year and becomes increasingly more progressive in its vision and approach to helping develop the future of eventing. With the addition of advanced communication tools such as the USEA website, our magazine *Eventing USA*, the USEA E-Newsletter, *Rules for Eventing*, AEC Program, and Annual Meeting Program, the USEA is on the cutting edge of communication.

Companies seeking an exciting and lucrative enterprise within the eventing community should consider the United States Eventing Association first; we are the place for all things eventing.

The USEA membership demographic is a compelling one – dedicated to riding, affluent, and well-educated. Our average member is a female between the ages of 35 and 49 who owns at least one horse and has ridden and competed for more than 16 years. She competes at the Novice level at four to six USEA recognized competitions each year and has an annual equestrian budget of \$10,000 to \$30,000. She spends \$300 to \$500 per event and typically participates in 1 to 2 clinics per year. She has a bachelor’s degree, makes between \$80,000 and \$125,000, and owns her home – valued between \$200,000 and \$400,000. In addition, she owns a horse trailer and a towing vehicle.

## USEA BY THE NUMBERS

### Nearly 13,000 Members

250+ events per year

More than 44,000 starters per year

Over 70,000 horses registered

Over 4,000,000 webpage views per year

500,000 unique website visitors per year

Over 230,000 page views during the AEC

Around 88,000 Facebook followers

Around 42,000 Instagram followers

Around 25,000 Twitter followers

6 issues printed annually of USEA’s award-winning magazine, *EVENTING USA*

Over 33,000 active email addresses receive the USEA e-newsletter

# WHAT IS EVENTING?

**Eventing** is often described as a “horse triathlon.” It is a three-phase equestrian sport designed to test the training, ability, and strength of a horse as well as the connection between horse and rider.

From its roots as a comprehensive test of military horses, eventing has since evolved into a modern sport enjoyed by amateurs of all ages as well as professional riders at the Olympic and international levels.

The USEA recognizes and helps govern seven levels of competition in the United States — Beginner Novice, Novice, Training, Modified, Preliminary, Intermediate, and Advanced.

## THE DRESSAGE PHASE



The dressage phase begins every eventing competition. In French, the word dressage means “training.” Originally designed to show the military horse’s ability to perform intricate movements on the parade route and in formation, today the dressage test comprises a series of complicated movements performed in an enclosed arena. Precision, smoothness, suppleness, rhythm, and balance must be displayed in order to obtain the best marks from the judges. Ideally the horse appears to perform the test movements of its own accord, working in harmony with his rider.

The training required for the dressage phase is also quite important in the other two phases of competition, as it helps develop the muscular strength, suppleness, and obedience needed to negotiate the cross-country and show jumping courses.

## THE CROSS-COUNTRY PHASE



The object of this phase is to test the horse’s speed, endurance, and jumping ability over varied terrain and obstacles. Depending on the level of difficulty, the pair will bound up and down banks, into and through water, over narrow obstacles requiring a precise line of approach in one breath, and wide, imposing obstacles that ask for a supreme launching effort the next.

In order to accomplish all of this, the horse and rider need to be at peak condition. The horse must be bold, yet still respond immediately to his rider’s requests, and the rider must take care to find the best route to and between each obstacle, expending only as much of the horse’s energy as necessary, so that they can successfully tackle the next day’s show jumping course.

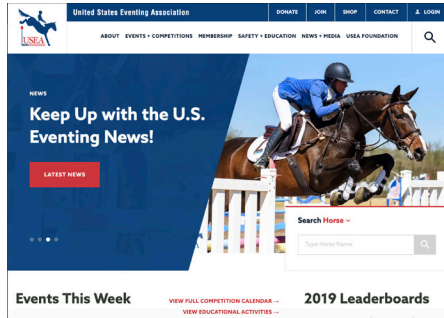
## THE SHOW JUMPING PHASE



The show jumping competition ends the event. The course is comprised of a series of colorfully painted fences made up of lightweight rails that are easily knocked down. The courses are designed to test the horse and rider’s ability to negotiate a variety of fences that differ in height, width, and appearance. This requires very exact riding, and a horse that is balanced and careful enough to make tight turns, shorten or lengthen his stride in an instant, and tuck his knees up to his chin to leave all the rails in their cups. For spectators, this phase offers some breathtaking moments, as just a single dropped rail can change the final standings dramatically.

# USEA ADVERTISING BY THE NUMBERS

## USEA WEBSITE



4,000,000+ page views a year  
500,000+ unique users a year

## EVENTING USA MAGAZINE



Published six times per year  
12,000 readers

## USEA E-NEWSLETTER



Sent out every Monday  
33,000+ subscribers

## RULEBOOK



1,400 copies printed per year

## AEC PROGRAM



2,000 copies printed  
Free to all AEC competitors

## ANNUAL MEETING & CONVENTION PROGRAM



Digital publication with clickable links  
650 views

# ADVERTISING OPPORTUNITIES

## USEA WEBSITE



Banner ads are available on the newly-redesigned [www.useventing.com](http://www.useventing.com). The USEA website includes extensive information on USEA programs, events, results, news, and educational articles. With over 4,000,000 website page views and 500,000 unique website visitors each year, the USEA website will deliver your ad to a highly receptive audience.

## EVENTING USA



*Eventing USA* is the official printed publication of the United States Eventing Association (USEA). This bi-monthly four-color glossy magazine has been published for almost 60 years by the USEA and is the only publication of its kind – dedicated to the Olympic sport of eventing and delivering entertaining and educational content to our nearly 13,000 members. Each issue is full of feature content covering topics from breeding and young horse training to how to ride that winning dressage test and advice from the best professionals in their respective fields. Profiles on top horses and riders, important association news, and our popular Grid Pro Quo series round out this award-winning magazine.

## USEA E-NEWSLETTER



The USEA E-Newsletter is distributed weekly to over 33,000 subscribers including USEA members, sponsors, owners, riders, and media every Monday. The E-Newsletter covers recent event results, educational articles, the USEA Activity Calendar, and news coverage on the sport of eventing in the U.S. and abroad. There is one banner ad available each issue and your ad will be prominently displayed within the body of the E-Newsletter.

## USEF RULES FOR EVENTING



The *USEF Rules for Eventing* is the go-to publication for all eventers. This digest-size publication includes all of the current eventing rules, as well as important information for all USEA members.



## USEA AMERICAN EVENTING CHAMPIONSHIPS



The USEA American Eventing Championships are the national championships for the sport of eventing. Amateurs, juniors, and professional riders alike can compete at any level from Beginner Novice through Advanced to test their mettle against the best in the country, and vie for exciting prizes, cash, and the chance to be named the best in the nation at their respective levels.

The USEA hosted the nation's largest event to date at the 2016 AEC at the Tryon International Equestrian Center with 665 starters, and then beat that record again in 2017 with 753 competitors. In 2018, the AEC moved to the Colorado Horse Park.

In 2019, the American Eventing Championships will move to the iconic Kentucky Horse Park in Lexington, Ky. where the event is aiming to set new records. With legendary cross-country turf and the infamous Rolex stadium, the USEA is excited for the opportunity to host the AEC at such a world renowned venue on Labor Day weekend.

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## USEA ANNUAL MEETING & CONVENTION

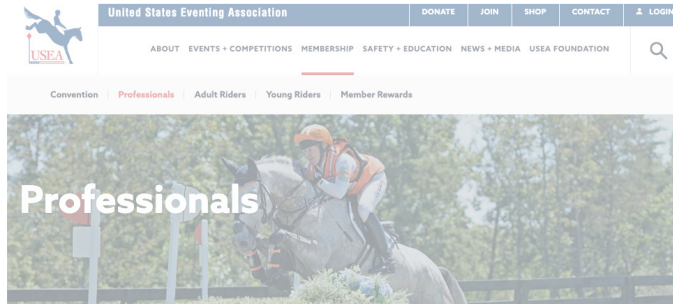


Join the USEA December 12-15, 2019 at the Sheraton Boston Hotel for a long weekend full of education, friendship, and laughter as we celebrate our 60th Anniversary. Experience the charm of Boston at this year's special anniversary celebration at the USEA Annual Meeting and Convention.

In addition to a plethora of educational seminars, open forums, committee meetings, and year-end awards, there will also be the very popular trade fair with a wide range of products for sale and on display. Looking for an opportunity to meet hundreds of dedicated horsemen and women? Then this is your chance!



# WWW.USEVENTING.COM ADVERTISING RATE SHEET



Home / Membership / Professionals

## Professional Horseman's Council

### Mission

The Professional Horseman's Council is composed of active members of the United States Eventing Association who are professionals in all aspects of the sport of eventing. The purpose of the Council is to facilitate communications between the professionals and the eventing community, including the governing body, officials, organizers, and competitors and to assist in the further development, growth, and safety of our sport.

Inquiries should be directed to Professional Horseman's Council Chair Matt Brown at [eastwesteventing@aol.com](mailto:eastwesteventing@aol.com)

**728 x 90**

**\$10 CPM**

Appears in middle of the homepage.

**270 x 270**

Professionals

EV119 Athlete Representative

Related Documents

**\$15 CPM**

Appears on all subpages and articles

## USEA WEBSITE STATISTICS

- 4,000,000+ page views per year
- 500,00+ unique users per year
- 650 articles published each year
- The average user spends 2 minutes and 35 seconds per visit with 2.65 pages per session
- 64% of users visit on a mobile or tablet
- Visitors are 77.3% female and 22.7% male
- 25% of visitors are between 25-34 years of age, 20% between 45-54 years of age, and the rest distributed evenly
- Specific statistical information available upon request

Animated ads are acceptable, as long as it is 300KB or less

Both .jpeg and .gif files are accepted; including animated or interlaced banners with JavaScript or HTML. Active X and Server Side Includes (SSI) advertisements are NOT supported.

Please remember to include the alt text and the destination address link when sending banner ad graphics. We can accept your ad as a linked or directly attach image file in an email. You must provide the banner for review no less than five business days prior to ad date.

Do you need to have a banner ad created? We can make recommendations on designers or create a simple ad in-house for an extra fee.

Contact Nancy Knight to setup an account or to discuss further detail at 703-669-9997 • [nancy@useventing.com](mailto:nancy@useventing.com)

For technical support, contact Robert Winter at 703-669-9991 • [robert@useventing.com](mailto:robert@useventing.com)

## WEB ADVERTISING REQUEST FORM

I would like to advertise on the United States Eventing Association Website ([www.useventing.com](http://www.useventing.com))

<b>Company:</b>		
<b>Contact:</b>		
<b>Address 1:</b>		
<b>Address 2:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Telephone:</b>	<b>Fax:</b>	
<b>Email:</b>	<b>Website:</b>	
<b>Signature:</b>	<b>Date:</b>	

**270 x 270** Number of impressions: \_\_\_\_\_ (sets of 1,000) x \$15 CPM = Total: \_\_\_\_\_

**728 x 90** Number of impressions: \_\_\_\_\_ (sets of 1,000) x \$10 CPM = Total: \_\_\_\_\_

## PAYMENT AND AD SUBMISSION

**Make check payable to:**

United States Eventing Association, Inc

**Complete and return this order form with your check to:**

Nancy Knight  
USEA  
525 Old Waterford Rd., NW  
Leesburg, VA 20176

**Ad files should be emailed to:**

[nancy@useventing.com](mailto:nancy@useventing.com)  
Contact: Nancy Knight (703) 669-9997  
Fax: (703) 779-0550

**We accept MasterCard, Visa & American Express.**

<b>Credit Card Number:</b>
<b>Name on the Card:</b>
<b>Expiration Date:</b>
<b>CVV:</b>
<b>Signature:</b>





THE PUBLICATION OF THE UNITED STATES EVENTING ASSOCIATION

# EVENTING USA

## 2019 Provisional Calendar

Please note that while we will make every effort to keep this manifest accurate, additions, revisions or exceptions may occur due to page and content availability.

<b>Issue 1: Mailed January 30</b> <i>USEA Convention Issue</i>		<b>Issue 2: Mailed April 1</b> <i>Education &amp; Training Issue</i>		<b>Issue 3: Mailed June 1</b> <i>Kentucky Three-Day Coverage</i>	
<b>Due Dates:</b>		<b>Due Dates:</b>		<b>Due Dates:</b>	
Insertion Order	Artwork Submission	Insertion Order	Artwork Submission	Insertion Order	Artwork Submission
12/28/18	1/8/19	2/22/19	3/5/19	4/23/19	5/3/19
<b>Features:</b> <ul style="list-style-type: none"> <li>• 2018 USEA Annual Meeting &amp; Convention Coverage               <ul style="list-style-type: none"> <li>• Working Students</li> </ul> </li> <li>• Grant and Leaderboard Winners               <ul style="list-style-type: none"> <li>• Area Volunteer Profiles</li> </ul> </li> </ul>		<b>Features:</b> <ul style="list-style-type: none"> <li>• ICP Symposium Review</li> <li>• YEH/FEH Symposium</li> <li>• How to Prepare for Your First Classic Three-Day</li> <li>• AEC \$60,000 Class Preview</li> </ul>		<b>Features:</b> <ul style="list-style-type: none"> <li>• Kentucky Three-Day Coverage</li> <li>• Under the Tack (Kentucky winner)               <ul style="list-style-type: none"> <li>• AEC Preview</li> <li>• Coach's Commentary</li> </ul> </li> </ul>	
<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Bit Check • Winner's Circle</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>		<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Committee Corner • Bit Check</li> <li>• Winner's Circle and Leaderboard</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>		<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Committee Corner • Bit Check</li> <li>• Winner's Circle and Leaderboard</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>	
<b>Issue 4: Mailed August 13</b> <i>Young Rider Issue</i>		<b>Issue 5: Mailed October 1</b> <i>Pan Am and AEC Coverage</i>		<b>Issue 6: Mailed December 1</b> <i>FEH/YEH/Breeding Issue</i>	
<b>Due Dates:</b>		<b>Due Dates:</b>		<b>Due Dates:</b>	
Insertion Order	Artwork Submission	Insertion Order	Artwork Submission	Insertion Order	Artwork Submission
6/16/19	7/18/19	8/27/19	9/2/19	10/22/19	11/1/19
<b>Features:</b> <ul style="list-style-type: none"> <li>• NAYC Coverage</li> <li>• Intercollegiate Eventing</li> <li>• Judge's Box: Technical Merit</li> <li>• Interscholastic Interview</li> </ul>		<b>Features:</b> <ul style="list-style-type: none"> <li>• AEC Recap</li> <li>• Pan Am Games Recap</li> <li>• Coach's Commentary</li> </ul>		<b>Features:</b> <ul style="list-style-type: none"> <li>• FEH Championships Coverage</li> <li>• YEH Championships Coverage</li> <li>• Top Eventing Stallions</li> </ul>	
<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Committee Corner • Bit Check</li> <li>• Winner's Circle and Leaderboard</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>		<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Committee Corner • Bit Check</li> <li>• Winner's Circle and Leaderboard</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>		<b>Departments:</b> <ul style="list-style-type: none"> <li>• Year in the Life • Horse Health</li> <li>• Committee Corner • Bit Check</li> <li>• Winner's Circle and Leaderboard</li> <li>• Grid Pro Quo • ICP Spotlights</li> <li>• 60<sup>th</sup> Anniversary History</li> </ul>	



THE PUBLICATION OF THE UNITED STATES EVENTING ASSOCIATION

# EVENTING USA

WWW.USEVENTING.COM

## 2019 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

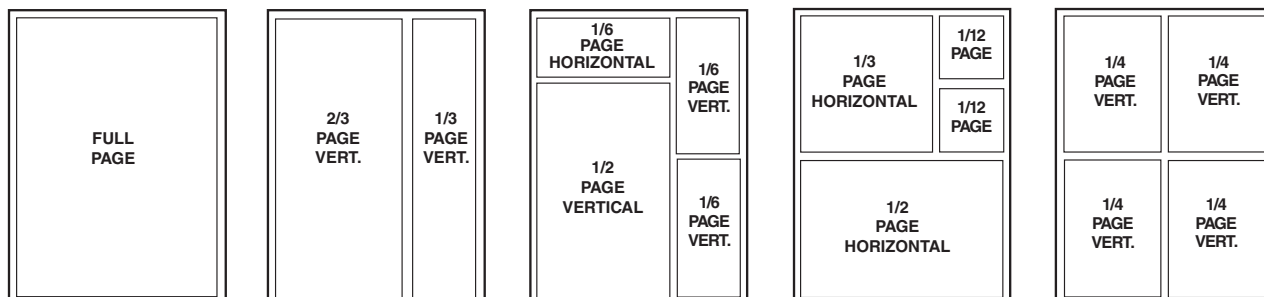
BLACK/WHITE ADS	1x	2x	3x	4x	5x	6x
Full page	\$765	\$740	\$715	\$690	\$665	\$640
2/3 page	\$575	\$555	\$535	\$515	\$485	\$475
1/2 page	\$460	\$445	\$430	\$415	\$400	\$385
1/3 page	\$325	\$310	\$295	\$280	\$265	\$250
1/4 page	\$270	\$260	\$250	\$240	\$230	\$220
1/6 page	\$180	\$170	\$160	\$150	\$140	\$130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

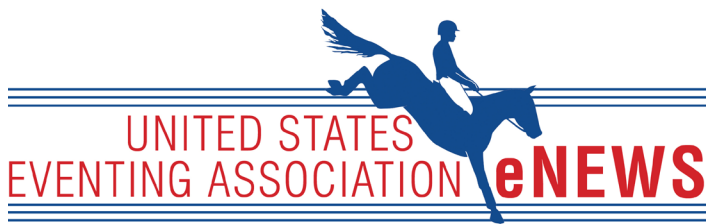
- *Eventing USA* provides quality educational material to its audience. Each issue gives insight to a variety of topics including training, nutrition, horse care, veterinary treatments, safety, competition results, current events, and more.

## INSERTION ORDER & MATERIALS DEADLINES

Issue	Insertion Order Due	Materials Due Date
Jan/Feb	December 28, 2018	January 8, 2019
March/April	February 22, 2019	March 5, 2019
May/June	April 23, 2019	May 3, 2019
July/August	June 16, 2019	July 18, 2019
Sept/Oct	August 27, 2019	September 2, 2019
Nov/Dec	October 22, 2019	November 1, 2019

## 2019 ISSUE MAILING DATES

Jan/Feb	February 1, 2019
March/April	April 1, 2019
May/June	June 1, 2019
July/August	August 13, 2019
Sep/Oct	October 1, 2019
Nov/Dec	December 1, 2019



**E-NEWSLETTER ADVERTISING ORDER FORM**

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

The USEA eNewsletter is published 52 times per year and reaches over 33,000 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)**

2019 publication dates below.

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

✓	ISSUE	YEAR	CHOOSE FREQUENCY RATE				SPECIAL INSTRUCTIONS	COST
	January	2019	<input type="checkbox"/> 1/7	<input type="checkbox"/> 1/14	<input type="checkbox"/> 1/21	<input type="checkbox"/> 1/28		
	February	2019	<input type="checkbox"/> 2/4	<input type="checkbox"/> 2/11	<input type="checkbox"/> 2/18	<input type="checkbox"/> 2/25		
	March	2019	<input type="checkbox"/> 3/4	<input type="checkbox"/> 3/11	<input type="checkbox"/> 3/18	<input type="checkbox"/> 3/25		
	April	2019	<input type="checkbox"/> 4/1	<input type="checkbox"/> 4/8	<input type="checkbox"/> 4/15	<input type="checkbox"/> 4/22 <input type="checkbox"/> 4/29		
	May	2019	<input type="checkbox"/> 5/6	<input type="checkbox"/> 5/13	<input type="checkbox"/> 5/20	<input type="checkbox"/> 5/27		
	June	2019	<input type="checkbox"/> 6/3	<input type="checkbox"/> 6/10	<input type="checkbox"/> 6/17	<input type="checkbox"/> 6/24		
	July	2019	<input type="checkbox"/> 7/1	<input type="checkbox"/> 7/8	<input type="checkbox"/> 7/15	<input type="checkbox"/> 7/22 <input type="checkbox"/> 7/29		
	August	2019	<input type="checkbox"/> 8/5	<input type="checkbox"/> 8/12	<input type="checkbox"/> 8/19	<input type="checkbox"/> 8/26		
	September	2019	<input type="checkbox"/> 9/2	<input type="checkbox"/> 9/9	<input type="checkbox"/> 9/16	<input type="checkbox"/> 9/23 <input type="checkbox"/> 9/30		
	October	2019	<input type="checkbox"/> 10/7	<input type="checkbox"/> 10/14	<input type="checkbox"/> 10/21	<input type="checkbox"/> 10/28		
	November	2019	<input type="checkbox"/> 11/4	<input type="checkbox"/> 11/11	<input type="checkbox"/> 11/18	<input type="checkbox"/> 11/25		
	December	2019	<input type="checkbox"/> 12/2	<input type="checkbox"/> 12/9	<input type="checkbox"/> 12/16	<input type="checkbox"/> 12/23 <input type="checkbox"/> 12/30		

**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



# 2020 USEF RULES FOR EVENTING ADVERTISING CONTRACT



**CONTRACT DUE: January 27, 2020**

**MATERIAL DUE: February 3, 2020**

## BLACK AND WHITE AD RATES

AD SIZE	DIMENSIONS <i>inches w x h</i>	NET RATE
<input type="checkbox"/> Full page inside	4.5" x 7.5"	\$550
<input type="checkbox"/> 1/2 page horizontal	4.5" x 3.5"	\$350
<input type="checkbox"/> IFC/IBC	5.5" x 8.5" (add 1/8" for bleed)	\$850
<input type="checkbox"/> Back Cover	5.5" x 8.5" (add 1/8" for bleed)	\$1,000

## MECHANICAL REQUIREMENTS & SPECIFICATIONS

**Trim Size:** 5.5" x 8.5"

**Bleed:** For cover ad sizes please add 1/8" for bleed on all sides.

**Material:** Digital files may be e-mailed as a "press ready" PDF. Please include crop marks for cover ads that bleed. All fonts must be embedded within a PDF. Hi-res 300 dpi JPG files are accepted.

**Color Mode:** Grayscale.

Advertiser must assume responsibility for reproductive quality.

## CONTACT INFORMATION

ADVERTISER: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADVERTISING MATERIAL COMING FROM: \_\_\_\_\_

SPECIAL INSTRUCTIONS: \_\_\_\_\_

## PAYMENT

BILLING ADDRESS: \_\_\_\_\_

*Pre-payment required for all first-time advertisers. For others, payment is due at billing.*

Check Enclosed (make checks payable to USEA, Inc.)     Visa     Master Card     American Express

CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ CVV#: \_\_\_\_\_

PRINT NAME AS IT APPEARS ON CARD: \_\_\_\_\_

SIGNATURE OF AUTHORIZED PARTY: \_\_\_\_\_

**RETURN THIS SIGNED CONTRACT TO:** Nancy Knight, 525 Old Waterford Road, NW, Leesburg, VA 20176  
(703) 779-0440, Ext 3007, nancy@useventing.com.

**SEND ADVERTISING MATERIALS TO:** Nancy Knight, 525 Old Waterford Road, NW, Leesburg, VA 20176  
(703) 779-0440, Ext 3007, nancy@useventing.com.



# 2019 USEA AMERICAN EVENTING CHAMPIONSHIPS



August 27- September 1  
Kentucky Horse Park • Lexington, Ky.

## EVENT PROGRAM ADVERTISING CONTRACT

CONTRACT DUE: Monday, July 22, 2019  
MATERIALS DUE: Wednesday, July 31, 2019

### AD SIZE

- Full Page w/ Bleed
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/4 Page

### DIMENSIONS

- 6" wide x 9" tall (trim size 5.5" x 8.5")
- 4.5" wide x 5" tall
- 4.5" wide x 3.5" tall
- 4.5" wide x 2.25" tall
- 2" wide x 3.5" tall

### RATE

- \$300
- \$200
- \$150
- \$100
- \$75

## CONTACT INFORMATION

Advertiser: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

Advertising material coming from: \_\_\_\_\_

### Payment:

Billing Address: \_\_\_\_\_

Pre-payment required for all first-time advertisers.  
For others, payment is due at publication.

Check enclosed (make payable to USEA, Inc.)

Visa  Master Card  American Express

Card number: \_\_\_\_\_

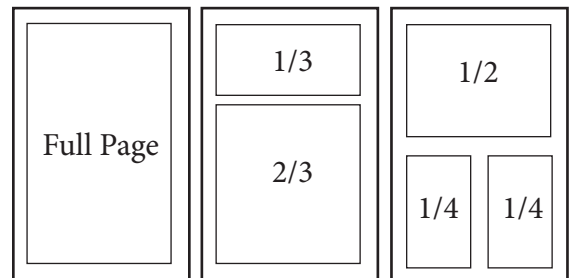
Exp Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Print name on card: \_\_\_\_\_

Signature of authorized party: \_\_\_\_\_

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

## MECHANICAL REQUIREMENTS & SPECIFICATIONS



- **Trim Size:** 5.5" wide x 8.5" tall
- **Full page Ad Bleed Size:** Please keep any text within a 1/2" inch of trim size.
- **Ad File Resoluion:** 300 dpi
- **Material:** Digital files may be e-mailed as a "press ready" quality PDF file, or 300 dpi resolution JPEG files. All fonts must be embedded within a PDF.
- **Color Mode:** CMYK
- **Ad Design Fee:** \$50.00 per ad
- **Questions?** Email Nancy: [nancy@useventing.com](mailto:nancy@useventing.com), or call (703)669-9997 (direct line).
- **E-mail Advertising Materials To:** Nancy Knight at [nancy@useventing.com](mailto:nancy@useventing.com)

*Cancellation or changes in orders cannot be accepted after July 22nd. All copy elements are subject to publisher approval. Return the signed contract to: Nancy Knight, USEA, 525 Old Waterford Road, NW, Leesburg, VA, 20176, or fax with credit card payment info to USEA fax (703) 779-0550 or email to [Nancy@useventing.com](mailto:Nancy@useventing.com)*





# USEA ANNUAL MEETING AND CONVENTION PROGRAM ADVERTISING CONTRACT

December 12-15, 2019 | Boston, Massachusetts

**CONTRACT DUE: Friday, November 1 | MATERIALS DUE: Friday, November 15**

## AD SIZE

## DIMENSIONS

## RATE

## REQUIREMENTS & SPECIFICATIONS

<input type="checkbox"/> Inside Front Cover Page	8.5" w x 11" h	\$250
<input type="checkbox"/> Inside Back Cover Page	8.5" w x 11" h	\$250
<input type="checkbox"/> Full Page Inside	8.5" w x 11" h	\$200
<input type="checkbox"/> 1/2 Page Horizontal	8.5" w x 4.5" h	\$100
<input type="checkbox"/> 1/2 Page Vertical	4" w x 11" h	\$100
<input type="checkbox"/> 1/3 Page	8.5" w x 3" h	\$50
<input type="checkbox"/> 1/4 Page	4" w x 5" h	\$35

**Trim Size:** 8.5" x 11"

**Ad File Resolution:** 300 dpi

**Material:** E-mail your hi-res press ready PDF or JPEG files to Nancy@useventing.com

**Ad materials must arrive by November 15**

**Color Mode:** RGB

## CONTACT INFORMATION

**Advertiser:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Advertising material coming from:** \_\_\_\_\_

**Special instructions:** \_\_\_\_\_

## PAYMENT

**Billing Address:** \_\_\_\_\_

Pre-payment required for all first-time advertisers. For others, payment is due at billing.

Check enclosed (make checks payable to USEA, Inc.)    Visa    MasterCard    American Express

**Card number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **CVV code #:** \_\_\_\_\_

**Print name on card:** \_\_\_\_\_

**Signature of authorized party:** \_\_\_\_\_ **TOTAL DUE: \$** \_\_\_\_\_

*Cancellation or changes in orders cannot be accepted after November 11, 2019. All copy elements are subject to USEA approval.*

**Return this signed contract to:** Nancy Knight, 525 Old Waterford Road, NW, Leesburg, VA 20176,

**Phone:** (703) 669-9997, **E-mail:** nancy@useventing.com,

or Fax with credit card payment info to USEA at (703) 779-0550.

**E-mail advertising materials to:** Nancy@useventing.com.

**VISIT [WWW.USEVENTING.COM/MEMBERSHIP/CONVENTION](http://WWW.USEVENTING.COM/MEMBERSHIP/CONVENTION) FOR MORE INFORMATION**



• **ADVERTISING INQUIRIES** •

**Nancy Knight**

***Sr. Director of Advertising***

Nancy@useventing.com

Direct: 703-669-9997



**United States Eventing Association**

**525 Old Waterford Road, NW | Leesburg, Virginia | 20176 | Phone: 703.779.0440 | Fax: 703.779.0550**

**Email: [info@useventing.com](mailto:info@useventing.com) | Web: [www.useventing.com](http://www.useventing.com)**