



UNITED STATES EVENTING ASSOCIATION ADVERTISING REQUEST FORM

I would like to advertise with the United States Eventing Association

Company:		
Contact:		
Address 1:		
City:	State:	Zip:
Email:	Phone:	
Signature:	Date:	

PLEASE INDICATE THE FOLLOWING ADVERTISING OPTIONS:

Eventing USA

I wish to advertise in the following issue(s):

- Issue 1: Year End Awards (Insertion Order Due: January 6 | Materials Due: January 13)
 Issue 2: Kentucky Three-Day (Insertion Order Due: April 5 | Materials Due: April 12)
 Issue 3: Intercollegiate/IEL (Insertion Order Due: May 24 | Materials Due: May 31)
 Issue 4: Olympics (Insertion Order Due: July 19 | Materials Due: July 26)
 Issue 5: AEC (Insertion Order Due: August 27 | Materials Due: September 3)
 Issue 6: Maryland 5 Star/YEH/FEH (Insertion Order Due: October 18 | Materials Due: October 25)

Ad Size: 2 page spread full page 2/3 page vertical 1/2 page vertical 1/2 page horizontal
 1/3 page vertical 1/3 page vertical 1/6 page vertical 1/6 page vertical

Special positions (all special positions are full page ads):

Inside Front Cover Inside Back Cover Page 1 Back Cover

USEF Rules for Eventing

**Contract due January 25. Materials due February 1*

Ad size: Full page 1/2 page Inside Front Cover Inside Back Cover Back Cover

AEC Event Program

**Contract due July 19. Materials due July 26*

Ad size: Full page 2/3 page 1/2 page 1/3 page 1/4 page

www.useventing.com

Ad size: Large Banner Ad (728x90) Medium Banner (468x60) Square Ad (270x270)

Views: 7.5k views 15k views 30k views (\$25 discount) Option to add an extra 5k views

USEA eNewsletter

**Materials due the Friday before publication. Discounts available when purchasing multiple ads.*

I wish to advertise in the following edition(s):

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

USEA Official Podcast

**Commercial due the 7 days before release.*

- One 15-second commercial
- Pack of three 15-second commercials
- Option for USEA to produce commercial for a \$25 fee

USEA Instagram Story

**Materials due 3 days before publication.*

Multi Platform Package

- Digital package (save \$40) (2 eNews ads, 7.5k views of large banner online ad, 15k views of 1 square ad OR 1 medium banner ad, one 15-second commercial on USEA podcast.)
- Digital print package (save \$40) (2 eNews ads, 7.5K views of large banner online ad, 1 Instagram story ad, 2 half page ads in *Eventing USA*)
- Print package (save \$75) (3 full page ads in *Eventing USA*, 1 full page ad in AEC Event Program)
- Digital print plus package (save \$75) (4 eNews ad, 7.5K views of large banner ad, 15K views of 1 square ad or 1 medium banner ad, 2 full page ads in *Eventing USA*, 1 half page ad in AEC Event Program)

TOTAL COST _____

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:

Claire Kelley, Marketing & Advertising Coordinator

USEA • 525 Old Waterford Rd. NW • Leesburg, VA 20186

Email: ckelley@useventing.com • Phone: 571-340-1567 • Fax: 703-779-0550

PLEASE SEND AD MATERIAL TO: ckelley@useventing.com