

# 2019 Media Kit



United States  
**Dressage**<sup>TM</sup>  
Federation

**YOUR CONNECTION TO DRESSAGE**  
EDUCATION • COMPETITION • ACHIEVEMENT

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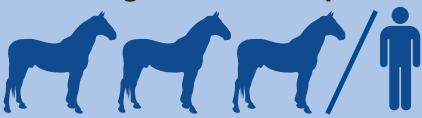
# UNITED STATES DRESSAGE FEDERATION™

As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF's governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

## USDF BY THE NUMBERS

**28,268** members in 2017  
**+229** business members

**65%** of members own a horse  
an average of 3 horses/person  
an average of 9 horses/business



**OVER 80%** of members compete

**87,344** rides down centerline in 2017

**↑ 7.6%** increase in the number of recognized shows over the past 3 years

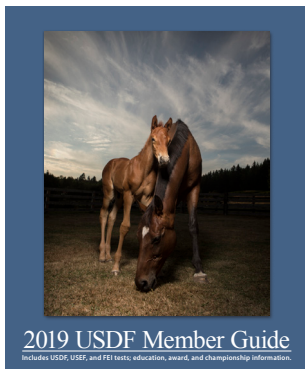
- 90% are adults with 87% over the age of 35
- 96% are female
- 35% of the membership has an income of \$150,000 or more
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Over the last year (2017), more than 18% of rides recorded were at the highest levels of competition (FEI levels).
- Average over 14,000 horses competing annually.
- Over 100 affiliated organizations, as well as more than 200 business members.
- Over 70% of horses registered have a Lifetime Horse Registration.
- Top 3 breeds:
  - 50% Warmbloods
  - 26% Thoroughbreds
  - 19% Quarter Horses

# Our Publications

## PRINT

### USDF Member Guide

Visit any dressage show—whether it's one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you'll find the *USDF Member Guide* in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The *USDF Member Guide* is also available online.



### USDF Connection

Our award winning magazine is celebrating its 20th anniversary in 2019. This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.

### US Dressage Finals Program



This complimentary program is distributed to all competitors, trainers, horse owners, and spectators at the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.

## DIGITAL

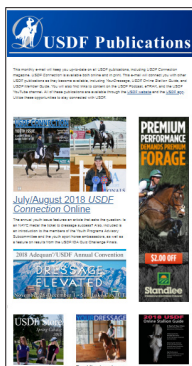
**USDF.org**

**USDFScores.com**

**USDF Publications E-mail**

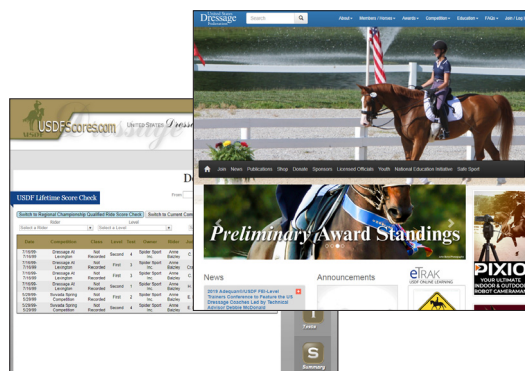
USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.

We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including *USDF Connection*.



### YourDressage.org

In April 2019, USDF will launch YourDressage.org as a new online product that will serve as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia.



# USDF CONNECTION

OFFICIAL PUBLICATION OF THE UNITED STATES DRESSAGE FEDERATION

*USDF Connection* is USDF's member magazine. The May/June 2019 issue will mark the **20th anniversary** of *USDF Connection*, serve as the launch of our bimonthly issues, and feature an updated look as we implement our latest redesign. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing. So, for a direct line to the country's most committed dressage enthusiasts, *USDF Connection* is the place to be!

*"We have always had a wonderful relationship with USDF. We have found that USDF members have a proven track record of dedication to the sport and the well being of the horse."*

*The nature of dressage necessitates the need to sustain their equine partners through a long-term competitive career. Because of this, they view their equine athletes not only as partners, but also investments, making USDF members the perfect consumer for our equine products.*

*USDF Connection and related digital properties have consistently provided us with the perfect opportunity to connect with long term customers."*

**-Kathy Sedlak**, Assistant Vice President Great American Insurance



With an average circulation of more than 20,000 copies, *USDF Connection* is read by more than **80,000** dressage enthusiasts.



Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country's only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a "10." The USDF's award-winning magazine, *USDF Connection*, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!

  
Jennifer Bryant  
Editor, *USDF Connection*

## Editor's Note



# Editorial Calendar & Deadlines

## USDF Connection

Issue/Topics	Insertion Orders Due	Ads Due
<b>February 2019: USDF Yearbook</b>	12/5/2018	12/15/2018
<b>March 2019: Adult Amateurs</b> <i>What to do when you can't ride any more • Meet the 2018 USDF Members of Distinction • Interview: Debbie McDonald • Meet the 2018 USDF Adult Amateur Equitation champions</i>	1/5/2019	1/15/2019
<b>April 2019: Show issue</b> <i>Adult amateur's guide to entering a CDI • Show guide: everything you need to know to enter and go to a show, scribe, or volunteer • 2019 Adequan®/USDF Trainers Conference report Special Event Distribution at Land Rover Kentucky Three-Day Event</i>	2/5/2019	2/15/2019
<b>May/June 2019: USDF Connection 20th anniversary</b> <i>Anniversary retrospective • Interview: George Williams •</i>	3/5/2019	3/15/2019
<b>July/August 2019: Horse health</b> <i>Equine neurologic symptoms demystified • Latest on complementary therapies</i>	5/5/2019	5/15/2019
<b>September/October 2019: Youth</b> <i>Profile of the 2018 Youth Volunteer of the Year • 2019 Adequan®/USDF convention preview Special Event Distribution at Dressage at Devon</i>	7/5/2019	7/15/2019
<b>November/December 2019: Tack, equipment, and grooming</b> <i>Saddle fitting • 2019 Pan American Games dressage coverage • 2019 NAYC dressage coverage • Holiday gifts Special Event Distribution at USDF Convention and US Dressage Finals</i>	9/5/2019	9/15/2019

## YourDressage.org

Issue/Topics	Insertion Orders Due	Ads Due
<b>April:</b> <i>Meet the USDF Volunteer of the Year</i>	3/1/2019	3/15/2019
<b>May:</b> <i>Can you succeed in dressage without a warmblood?</i>	4/1/2019	4/15/2019
<b>June:</b> <i>Meet the USDF Youth Volunteer of the Year</i>	5/1/2019	5/15/2019
<b>July:</b> <i>Inside USDF instructor certification: attend a workshop</i>	6/1/2019	6/15/2019
<b>August:</b> <i>Letters and numbers: Dressage letters, levels, competition types, and more explained</i>	7/1/2019	7/15/2019
<b>September:</b> <i>What's a GMO? Introduction to USDF's affiliated regional and local organizations</i>	8/1/2019	8/15/2019
<b>October:</b> <i>USDF Sport Horse Seminar coverage</i>	9/1/2019	9/15/2019
<b>November:</b> <i>Dressage at Devon coverage</i>	10/1/2019	10/15/2019
<b>December:</b> <i>NEDA fall symposium coverage</i>	11/1/2019	11/15/2019

### USDF Member Guide

Insertion Orders Due	Ads Due
9/5/2019	9/15/2019

### USDressage Finals Program

Insertion Orders Due	Ads Due
9/30/2019	10/7/2019

### USDF.org

Insertion Orders Due	Ads Due
7th before the published month	15th before the published month

# Ad Dimensions - Print

## USDF Connection

Trim Size ..... 8.125"x10.875"

Bleed ..... 0.125"

Full page bleed ..... 8.375" x 11.125"

2-page spread ..... Two facing full-page ads  
with no center bleed

2/3 page ..... 4.625" x 9.175"

1/2 page horiz ..... 7.025" x 4.5"

1/2 page vert ..... 4.625" x 6.865"

1/3 page horiz ..... 4.625" x 4.5"

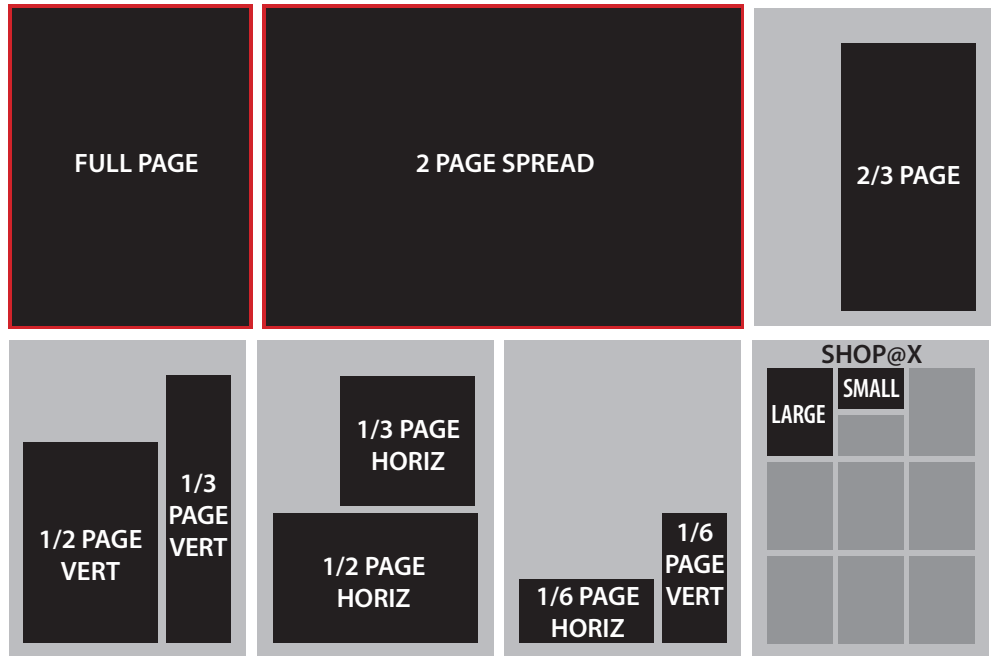
1/3 page vert ..... 2.225" x 9.175"

1/6 page horiz ..... 4.625" x 2.175"

1/6 page vert ..... 2.225" x 4.5"

Shop@X Large ..... 2.25" x 3"

Shop@X Small ..... 2.25" x 1.375"



## USDF Member Guide

Trim Size ..... 7"x8.5"

Bleed ..... 0.125"

Full Page (no bleed).... 6.27" x 7.625"

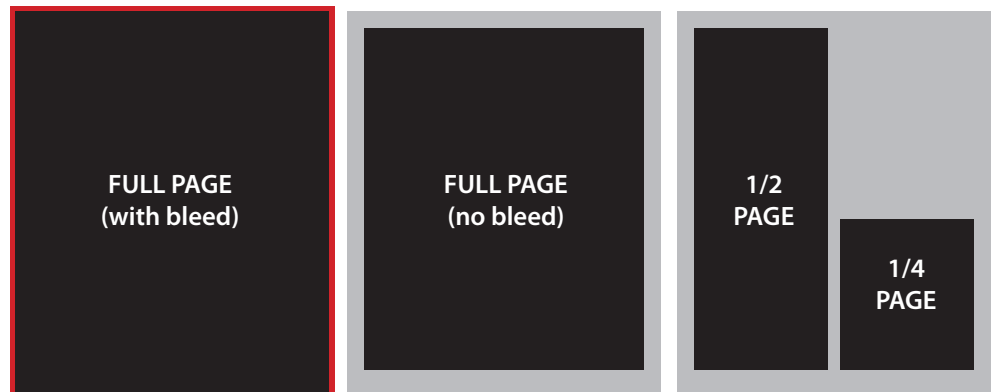
Full Page (w/ bleed) ... 7.25" X 8.75"

1/2 page ..... 3" x 7.625"

1/4 page ..... 3" x 3.68"

Outside Back Cover 3.425" x 8.5"

Bleed: 3.55" X 8.75"



## USDressage Finals Program

Trim Size ..... 8.125"x10.875"

Bleed ..... 0.125"

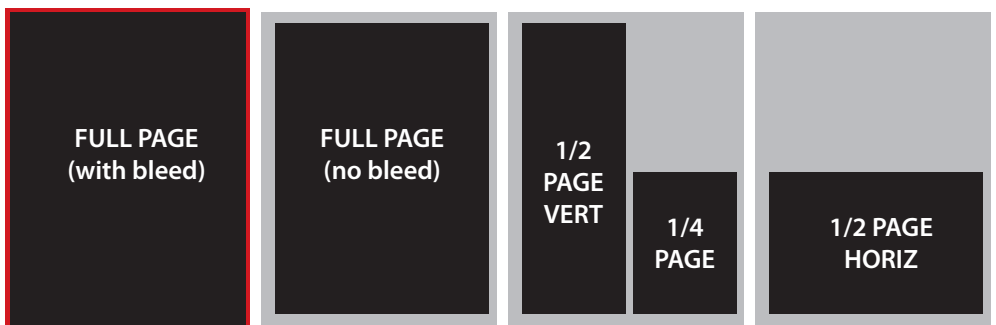
Full Page (no bleed).... 7.375" x 10"

Full Page (w/bleed) .... 8.375" X 11.125"

1/2 page vertical ..... 3.5652" x 10"

1/2 page horizontal .... 7.375" x 4.875"

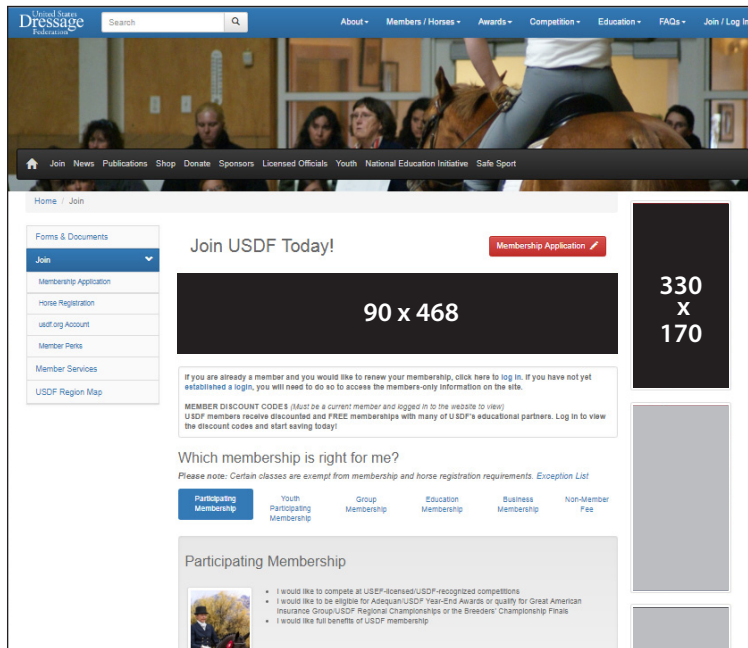
1/4 page ..... 3.5652" x 4.875"



# Ad Dimensions - Digital

## USDF.org USDFScores.com

Horizontal banner... 90px high x 468px wide  
Vertical banner..... 330px high x 170px wide



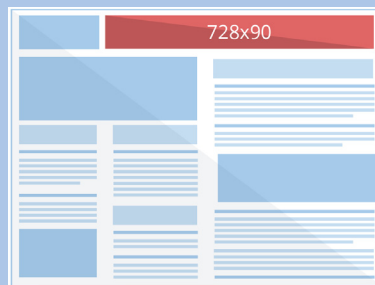
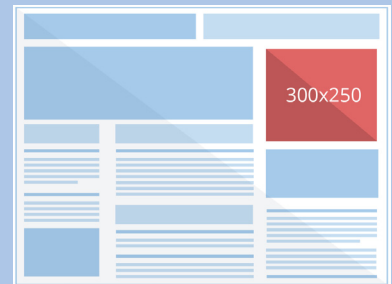
## USDF Publications E-mail

Tower Banner..... 600px high x 160px wide  
Medium Banner ..... 160px high x 360px wide  
Small Banner ..... 68px high x 600px wide



## YourDressage.org

Medium rectangle..... 300px wide x 250px high  
Leaderboard ..... 728px wide x 90px high  
Half page ..... 300px wide x 600px high



Contact Danielle Titland, Advertising Sales Representative  
720-300-2266 • dtitland@usdf.org

# Artwork Requirements

## Artwork Requirements

### Print

#### File Format

- PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
- TIFF (.tif) – high resolution @ 300dpi
- JPEG (.jpg) – high resolution @ 300dp

#### File Specifications

- CMYK color (No spot colors or RGB files)
- Files should be actual (100%) ad size

### Digital (Online Properties)

#### File Format

- PNG (.png) – web resolution @ 72 or 100 dpi
- JPEG (.jpg) – web resolution @ 72 or 100 dpi

#### File Specifications

- RGB color (No spot colors or CMYK files)
- Files should be actual (100%) ad size

## Submitting Files to USDF

- E-mail ad files, up to 10MB, to [connection@usdf.org](mailto:connection@usdf.org)
- Larger files should be uploaded to the ftp site at <ftp://ftp.pubpress.com/>
  - USERNAME: usdfads
  - PASSWORD: line44
  - Notify USDF via e-mail ([connection@usdf.org](mailto:connection@usdf.org)) that the files have been uploaded. Include company name, contact information, size, and insertion information

# USDF Advertising Policies

## USDF Advertising Policies

- Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
- Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
- Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
- Cancellations or changes must be made in writing and may not be made after the material due date.
- Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
- New advertisers must send first payment by material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on balances over 30 days.
- If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
- Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser ordered and which was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- Publisher is not liable for delays in production, publication, or distribution.