



# Omnibus

Winter/Spring • Summer • Fall

## 2010

### Display Advertising Rate Sheet

All ads are black and white including covers.

DISPLAY ADS	1x	2x	3x
Full page	\$290	\$260	\$240
1/2 page	\$170	\$160	\$150
1/3 page	\$140	\$125	\$115
1/6 page (Marketplace ad)	\$40	\$40	\$40

COVER ADS	1x	2x	3x
Inside Front	\$385	\$365	\$350
Inside Back	\$385	\$365	\$350
Back Cover	\$420	\$395	\$380

#### AD DIMENSIONS

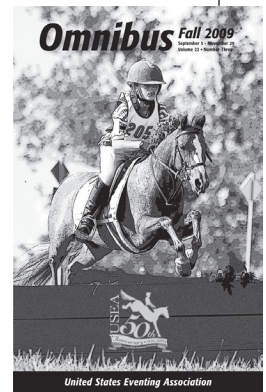
Size	Inches W x H (Decimal)
Full page with bleed	5 3/4" x 8 3/4" (5.75 x 8.75)
Full page	4 1/2" x 7 1/4" (4.5 x 7.25)
1/2 page horizontal	4 1/2" x 3 1/2" (4.5 x 3.5)
1/3 page horizontal	4 1/2" x 2 1/4" (4.5 x 2.25)
1/6 page (Marketplace ad)	2 1/8" x 2 1/4" (2.125 x 2.25)

#### INSERTION ORDER & MATERIALS DEADLINES

Issue	Insertion Order Due	Materials Due	Mailings
2010			
Winter/Spring	October 5, 2009	October 16, 2009	November 2009
Summer	April 12, 2010	April 26, 2010	May 2010
Fall	June 14, 2010	June 23, 2010	July 2010

#### 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" supplied to over 14,000 USEA members from Beginner Novice level riders to Olympic gold medalists, 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.

**Screens:** 133 line screen.

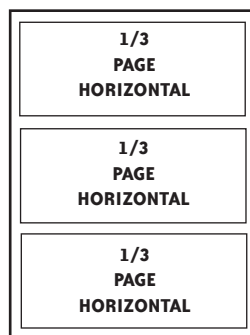
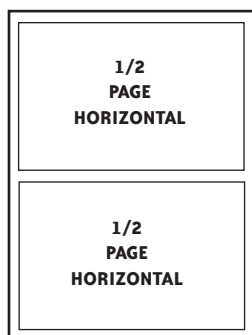
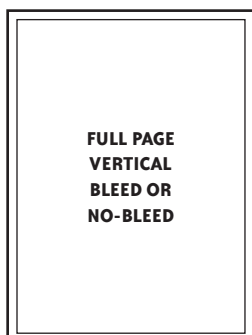
**Color:** Ads must be in Greyscale mode.

**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.

**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. Advertiser must provide a content proof and assume responsibility for reproductive quality.

**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:** 703-779-0440 Ext: 3007 • **Fax:** 703-779-0550  
**E-mail:** nancy@useventing.com

##### Mail or E-mail ads to:

Dara Bailey, USEA Art Director at  
**dara@useventing.com**