



Kentucky Dressage Association

KDA Advertising Form

Show program pricing is for the April, May, July, and October KDA recognized shows held at the Kentucky Horse Park. The Kentucky Horse Park is an extremely popular venue for both competitors and spectators alike. It gained national and international exposure as the site of the 2010 World Equestrian Games. It is also the headquarters for three national equine organizations supporting the sport of dressage, the United States Dressage Federation, the U.S. Equestrian Federation and the U.S. Pony Clubs, Inc. If you are interested in becoming an advertiser, please complete the form below. For questions, please call Vivian Overcash at 513-504-0223 or email at KDA.Treasurer1@gmail.com.

PRINT AND DIGITAL PRINT ADVERTISING

Show Program		Impulsion	
(pricing is one-time, available May & July only)		(Published 4x year, pricing is one time)	
\$300	Full-page black and white ad	\$125	Full-page color ad
\$200	Half-page black and white ad	\$75	Half-page color ad
\$100	Quarter-page black and white ad	\$40	Quarter-page color ad
\$50	Business card ad in the show program		
Ad sizes- Full page ad size with bleed: 8.7639" x 11.2639 safe area 8.2639" x 10.7639" Half page ad size ad size: bleed 8.75 x 5.75 safe 8.25" x 5.75" Quarter page ad size: 3.6389" x 4.8889" Business Card ad size 3.6389" x 2.3333"			

WEBSITE ADVERTISING

\$600 (\$50/month)	\$375 (\$62.50/month)	\$225 (\$75/month)
300x250 rotating banner ad 12 months	300x250 rotating banner ad 6 months	300x250 rotating banner ad 3 months

ADVERTISING PACKAGES

\$1450 (value \$1975)
Full-page black and white ad in three show programs, full-page color advert in four Impulsion issues, 12 months rotating banner advert on website
\$850 (value \$1275)
Half-page black and white ad in three show programs, half-page color advert in four Impulsion issues, 6 months rotating banner advert on website



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PAYMENT INFORMATION

Contact Name: _____	Company: _____
Address: _____	City: _____ State: _____ Zip: _____
Cell phone: _____	Office phone: _____ E-mail: _____

To pay by Credit Card:	Other payment method options:
Name on Card: _____	Paypal - @KYDressageAssoc
Credit Card Number: _____	Zelle - TBA
Expiration Date: _____ Security Code: _____	Website - www.kentuckydressageassociation.com/advertising
Signature: _____	
3% processing fee applies	
Payments are due one month before the show or Impulsion issue, made out to <u>Kentucky Dressage Association</u> and sent to: Vivian Overcash 124 Lee Drive Floyds Knobs, IN 47119	

Camera ready ads are due one month prior to the show and e-mail to Jena.KDA@gmail.com

KDA Referring Member Name: _____