



KDA Advertising Form

KDA Spring Warm-Up Show, May 22 & 23, 2015 and KDA 29th Annual Dressage Show May 24, 2015
KDA Fall Classic I & II Dressage Shows October 10th & 11th, 2015

The KDA Recognized Dressage Shows shows are held at the Kentucky Horse Park in Lexington. 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 Michelle Morehead at 859-338-7497 or email at ma.morehead@yahoo.com.

PRINT AND DIGITAL PRINT ADVERTISING

<u>Show Program</u> (pricing is one time)	<u>Impulsion</u> (Published bi-monthly. Pricing is one time)
___ \$ 500.00 Full-Page Full Color ad ___ \$ 350.00 Full-page black and white ad	___ \$ 350.00 Full-page color ad
___ \$ 200.00 Half-page black and white ad	___ \$ 175.00 Half-page color ad
___ \$100.00 Quarter page black and white ad	<u>Ad sizes-</u> <i>Full page ad size with bleed: 8.7639" x 11. 2639 safe area 8.2639" x 10.7639"</i> <i>Half page ad size ad size: 7.5139" x 10.139</i> <i>Quarter page ad size: 7.5139" x 10.139</i> <i>Business Card ad size 3.6389" x 2.3333"</i>
___ \$50.00 Business Card ad in the show program	

WEBSITE ADVERTISING

___ \$ 600 (\$50.00/month) 300 x250 rotating banner ad 12 months	___ \$ 375 (\$62.50/month) 300 x250 rotating banner ad 6 months	___ \$ 225 (\$75.00/month) 300 x250 rotating banner ad 3 months
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ADVERTISING PACKAGES

___ \$ 1560 (value \$1950) Half-page black and white ad in one show program, half-page color advert in three impulsions, 6 months rotating banner advert on website
___ \$ 990 (value \$1100) Half-page black and white ad in two show programs, half-page color advert in three impulsions, 12 months rotating banner advert on website

PAYMENT INFORMATION (You may pay by check or credit card.)

Contact Name _____ Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

<p>To pay by Credit Card: Name on Credit _____ Card _____ Credit Card Number: _____ Expiration Date _____ Security Code _____ Name on Card _____ Signature _____ 3% processing fee</p>	<p>To pay by check:: Make check payable to KDA Please note: A returned deposit item fee of \$25 will be assessed for all returned deposit items</p>
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Payments are due by April 20, 2015, made out to the Kentucky Dressage Association and sent to:
 Michelle Morehead—1924 Blairmore Road—Lexington, KY 40502

Camera ready ads are due one month prior to the show and email to: maureenjohn@bellsouth.net

KDA Referring Member Name _____

501(c)(3) non-profit organization and all sponsorships are tax deductible

<p><i>The Kentucky Dressage Association reaches the dressage community in Kentucky and beyond! Plus, their friends and families through our website, social media channels, publications and in person at our topnotch horse shows and events.</i></p>  <p><i>Show Programs (250+ people distribution) Bi-Monthly Impulsion (244 subscribers) Website (4000 visitors per month)</i></p>	<p>According to the United States Dressage Federation, the American Dressage community can be described as.....</p> <p><i>90% are adults with 87% over the age of 35 0%are adults with 87%over the age of 35 96% are female 6%are female 28% of membership have an income of \$150,000 or more 8%of membership have an income of \$150,000 or more 78% compete with at least one horse 8%compete with at least one horse 50% ride 4-5 times a week 97% own at least one horse 7%own at least one horse 64% own more than one horse 4%own more than one horse Top 3 breeds: 50% Warmbloods, op 3 breeds: 50%Warmbloods, 26% Thoroughbreds, and 19% Quarter Horses Thoroughbreds, and 19%Quarter Horses 31% chose horse-related items and clothing as gifts 1%chose horse-related items and clothing as gifts 37% own more than 5 acres of land 7%own more than 5 acres of land 81% purchase tack and grooming products frequently 1%purchase tack and grooming products frequently 23% plan to purchase arena footing in the next 5 years 3%plan to purchase arena footing in the next 5 years 28% plan to purchase farm equipment in the next 5 years</i></p>
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