



KDA Advertising Form

Pricing is for the May and July 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 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)
\$ 350.00 Full-page black and white ad	\$ 200.00 Full-page color ad
\$ 200.00 Half-page black and white ad	\$ 110.00 Half-page color ad \$ 60 Quarter-page color ad or \$40 Quarter page b/w ad
\$100.00 Quarter page black and white ad	Ad sizes- <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: bleed 8.75 x 5.75 safe 8.25" x 5.75"</i> <i>Quarter page ad size: 3.6389" x 4.8889"</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 _____

To pay by Credit Card:

Name on Credit Card _____
Credit Card Number: _____
Expiration Date _____ Security Code _____
Name on Card _____
Signature _____

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

Payments are due one month before the show or Impulsion issue, 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

Stats and Demographics

<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>Show Programs (350+ people distribution) Bi-Monthly Impulsion (200 subscribers) Website (1400 visitors per month)</p>	<p>According to the United States Dressage Federation, the American Dressage community can be described as.....</p> <p>90% are adults with 87% over the age of 35 0%are adults with 87%overthe 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 atleast one horse 50% ride 4-5 times a week 97% own at least one horse 7%own atleast 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% Th oroughbreds, and 19% Quarter Horses oughbreds, 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 productsfrequently 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</p>
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