

# USDF CONNECTION ONLINE STALLION GUIDE

## PUBLISHED BY THE UNITED STATES DRESSAGE FEDERATION

Put your stallion in front of dressage breeders all year long! The USDF Connection Online Stallion Guide is an innovative and affordable online advertising space designed with the stallion owner in mind. This online publication localizes stallions standing at stud into a simple, easy to read format for breeders to access year-round.

**Reservation Deadline - December 15**

**Materials Deadline - December 31**

### DISPLAY ADS

Check Selection	Description	Rate Ad	Size (Width X Depth)
<input type="checkbox"/>	Cover*	\$1000	8.125" x 10.875"
<input type="checkbox"/>	Full Page	\$ 400	8.125" x 10.875"
<input type="checkbox"/>	Half Page Horizontal	\$ 250	7.025" x 4.5"
<input type="checkbox"/>	Quarter Page	\$ 100	3.4125" x 4.5"

\* Photo for cover, submitted by client, is subject to approval. Design will be produced by USDF staff.

### FORMATTED ADS

Check Selection	Description	Rate Ad
<input type="checkbox"/>	1 page	\$ 300
<input type="checkbox"/>	2 pages	\$ 250 (each)
<input type="checkbox"/>	3 pages	\$ 200 (each)
<input type="checkbox"/>	4 pages	\$ 150 (each)

### PACKAGE DEALS

- Display ad and Formatted ad in the USDF Connection Stallion Guide.....\$ 500
- Display ad in print issue of USDF Connection (issue of choice), USDF Connection Stallion Guide Display ad .....\$1,750
- Display ad in print issue of USDF Connection (issue of choice), USDF Connection Stallion Guide Display ad and 3X Shop@X ad ..... \$1,850

### Stallion information for formatted page

Stallion name: \_\_\_\_\_

YOB : \_\_\_\_\_ Breed: \_\_\_\_\_ Height: \_\_\_\_\_

Owner: \_\_\_\_\_

Breeder: \_\_\_\_\_

Breed Approvals: \_\_\_\_\_

Nominations: \_\_\_\_\_

Stud/Booking Fee: \_\_\_\_\_

Discounts: \_\_\_\_\_

Semen Availability: \_\_\_\_\_

#### Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Description (Use separate sheet 200 words max)

Also include a 3-cross pedigree

Advertiser's Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Contact Person/Tel: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_