

2020 Media Kit



United States
DressageTM
Federation

YOUR CONNECTION TO DRESSAGE
EDUCATION • COMPETITION • ACHIEVEMENT

Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org
www.usdf.org


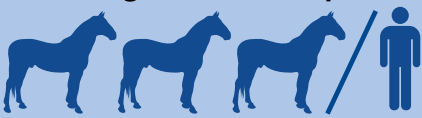
UNITED STATES DRESSAGE FEDERATION™

As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF's governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

USDF BY THE NUMBERS

28,210 members in 2018
+252 business members

65% of members own a horse
an average of 3 horses/person
an average of 9 horses/business



OVER 85% of members compete

86,503 rides down centerline in 2018

↑ 7.6% increase in the number of recognized shows over the past 4 years

- 90% are adults with 84% over the age of 35
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of \$100,000 or more
- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, a barn, or a tractor in the next five years
- Over 80% of members surveyed use the following products: Feeds, Supplements, and Vaccinations/Wormers.
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Average over 14,000 horses competing annually.
- Top 3 breeds:
 - 50% Warmbloods
 - 26% Thoroughbreds
 - 19% Quarter Horses

Our Publications

PRINT

USDF Member Guide

Visit any dressage show—whether it's one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you'll find the *USDF Member Guide* in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The *USDF Member Guide* is also available online.



USDF Connection

This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.

US Dressage Finals Program

This complimentary program is distributed to all competitors, trainers, horse owners, and spectators at the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.



DIGITAL

YourDressage.org

In April 2019, USDF launched YourDressage.org as a new online product that serves as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia. It currently has over 30,000 unique visitors with a 30% return rate



USDF.org

USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.



USDF Publications E-mail

We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including *USDF Connection*.



USDF CONNECTION

OFFICIAL PUBLICATION OF THE UNITED STATES DRESSAGE FEDERATION

USDF Connection is USDF's member magazine. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing. So, for a direct line to the country's most committed dressage enthusiasts, *USDF Connection* is the place to be!

"We have always had a wonderful relationship with USDF. We have found that USDF members have a proven track record of dedication to the sport and the well being of the horse."

The nature of dressage necessitates the need to sustain their equine partners through a long-term competitive career. Because of this, they view their equine athletes not only as partners, but also investments, making USDF members the perfect consumer for our equine products.

USDF Connection and related digital properties have consistently provided us with the perfect opportunity to connect with long term customers."

-Kathy Sedlak, Assistant Vice President Great American Insurance



With an average circulation of more than 20,000 copies, *USDF Connection* is read by more than **80,000** dressage enthusiasts.



Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country's only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a "10." The USDF's award-winning magazine, *USDF Connection*, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!


Jennifer Bryant
Editor, *USDF Connection*

Editor's Note



Editorial Calendar & Deadlines

USDF Connection

Issue/Topics	Insertion Orders Due	Ads Due
January/February 2020: Stallions, breeding, and sport horses <i>Made in America: US-bred sport horses • Exclusive book except from Isabell Werth • What is the difference between an “able-bodied dressage” horse and a para-dressage horse</i>	11/5/2019	11/15/2019
March/April 2020: Yearbook <i>2019 US Dressage Finals coverage & results • 2019 USDF year-end awards • 2019 USDF Regional Championships results • USDF annual convention photo essay</i>	1/5/2020	1/15/2020
May/June 2020: Down center line <i>2020 USDF FEI-Level Trainers Conference coverage, 2020 USDF/USEF Young Rider Graduate Program coverage • Safe Sport: The new norm Special Event Distribution at Land Rover Kentucky Three-Day Event</i>	3/5/2020	3/15/2020
July/August 2020: Horse Health <i>Hoof care for dressage performance • 2020 World Cup Dressage coverage</i>	5/5/2020	5/15/2020
September/October 2020: Youth <i>Dressage and college • What’s new with dressage seat equitation? Special Event Distribution at Dressage at Devon</i>	7/5/2020	7/15/2020
November/December 2020: Tack, equipment, and grooming <i>Secrets of top grooms • 2020 NAYC dressage coverage • Holiday gifts Special Event Distribution at USDF Convention and US Dressage Finals</i>	9/5/2020	9/15/2020

YourDressage.org

Issue/Topics	Insertion Orders Due	Ads Due
January: <i>Inside, Outside: What do these terms mean in dressage?</i>	12/1/2019	12/15/2019
February: <i>Profile of Axel Steiner, 2019 Roemer Foundation/USDF Hall of Fame inductee</i>	1/1/2020	1/15/2020
March: <i>Introduction to the weight aids</i>	2/1/2020	1/15/2020
April: <i>Profile of Fern Feldman, 2019 USDF Lifetime Achievement Award recipient</i>	3/1/2020	3/15/2020
May: <i>Participating in dressage clinics: What you need to know</i>	4/1/2020	4/15/2020
June: <i>Behind the scenes at the 2020 FEI World Cup Dressage Final in Las Vegas</i>	5/1/2020	5/15/2020
July: <i>Meet the USDF Volunteer of the Year</i>	6/1/2020	6/15/2020
August: <i>Betsy Steiner talks Pilates for riders</i>	7/1/2020	7/15/2020
September: <i>Looking for your dressage horse: The process</i>	8/1/2020	8/15/2020
October: <i>Meet the USDF Youth Volunteer of the Year</i>	9/1/2020	9/15/2020
November: <i>2020 Tokyo Paralympic Games para-dressage report</i>	10/1/2020	10/15/2020
December: <i>Profile of equine artist Lisa Marie Bishop</i>	11/1/2020	11/15/2020

USDF Member Guide

Insertion Orders Due	Ads Due
9/5/2020	9/15/2020

US Dressage Finals Program

Insertion Orders Due	Ads Due
9/30/2020	10/7/2020

USDF.org & YourDressage.org

Insertion Orders Due	Ads Due
7th before the published month	15th before the published month

Ad Dimensions - Print

USDF Connection

Trim Size 8.125"x10.875"

Bleed 0.125"

Full page bleed 8.375"x 11.125"

2-page spread Two facing full-page ads
with no center bleed

2/3 page 4.625" x 9.175"

1/2 page horiz 7.025" x 4.5"

1/2 page vert 4.625" x 6.865"

1/3 page horiz 4.625" x 4.5"

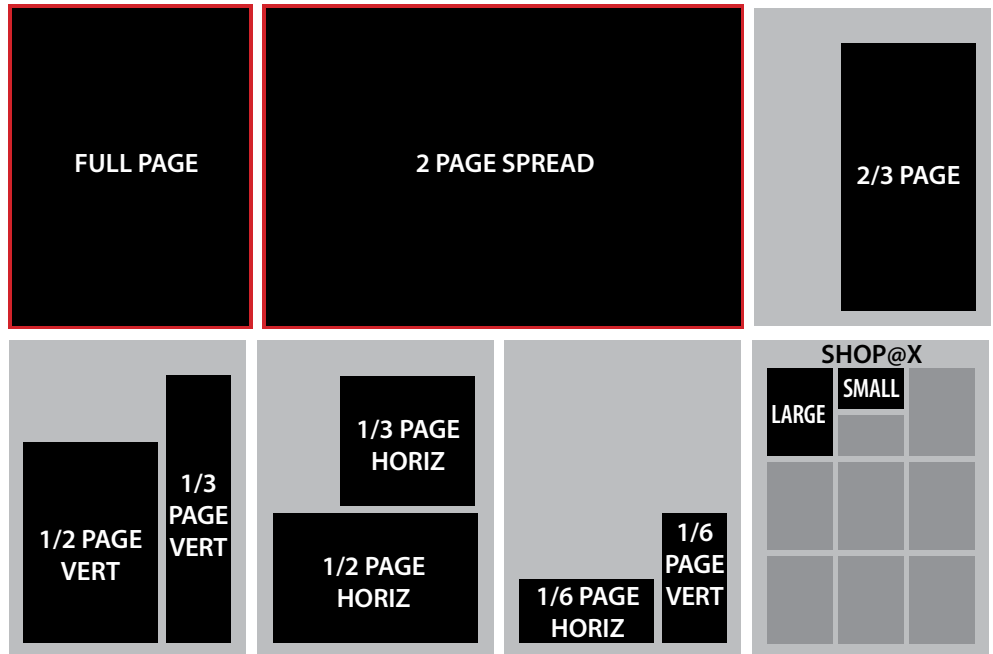
1/3 page vert 2.225" x 9.175"

1/6 page horiz 4.625" x 2.175"

1/6 page vert 2.225" x 4.5"

Shop@X Large 2.25" x 3"

Shop@X Small 2.25" x 1.375"



USDF Member Guide

Trim Size 7"x8.5"

Bleed 0.125"

Full Page (no bleed).... 6.27" x 7.625"

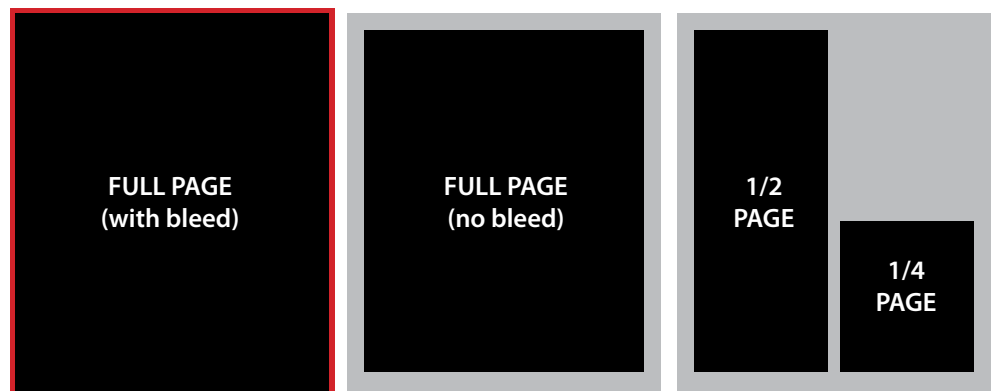
Full Page (w/ bleed) ... 7.25" X 8.75"

1/2 page 3" x 7.625"

1/4 page 3" x 3.68"

Outside Back Cover 3.425" x 8.5"

Bleed: 3.55" X 8.75"



USDressage Finals Program

Trim Size 8.125"x10.875"

Bleed 0.125"

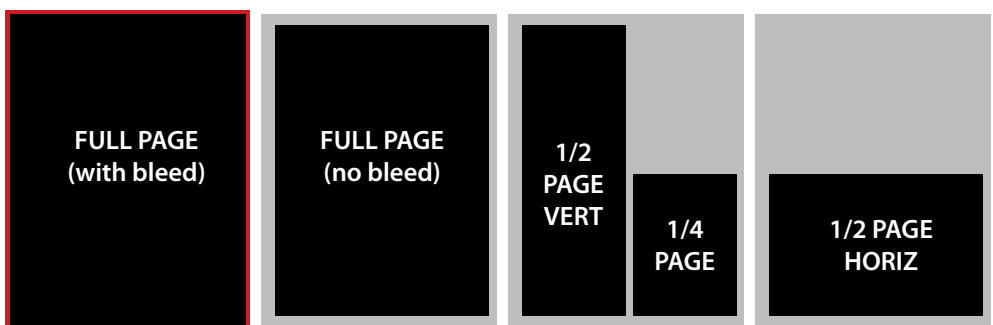
Full Page (no bleed).... 7.375" x 10"

Full Page (w/bleed) 8.375" X 11.125"

1/2 page vertical 3.5652" x 10"

1/2 page horizontal 7.375" x 4.875"

1/4 page 3.5652" x 4.875"

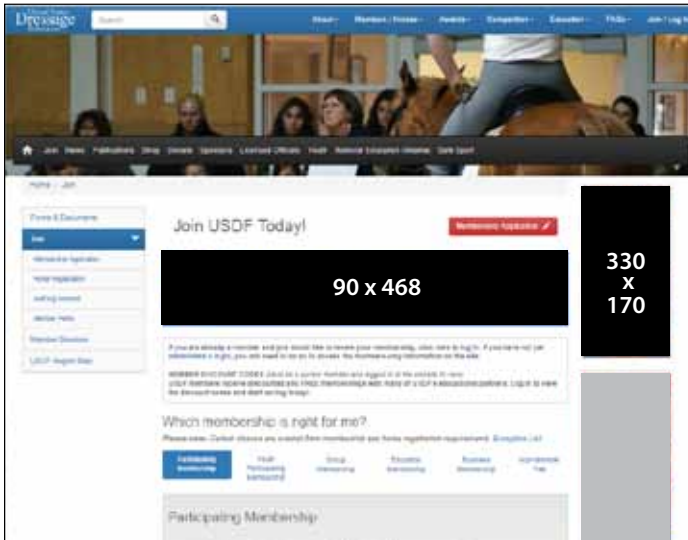


Ad Dimensions - Digital

USDF.org

Horizontal banner... 90px high x 468px wide

Vertical banner 330px high x 170px wide

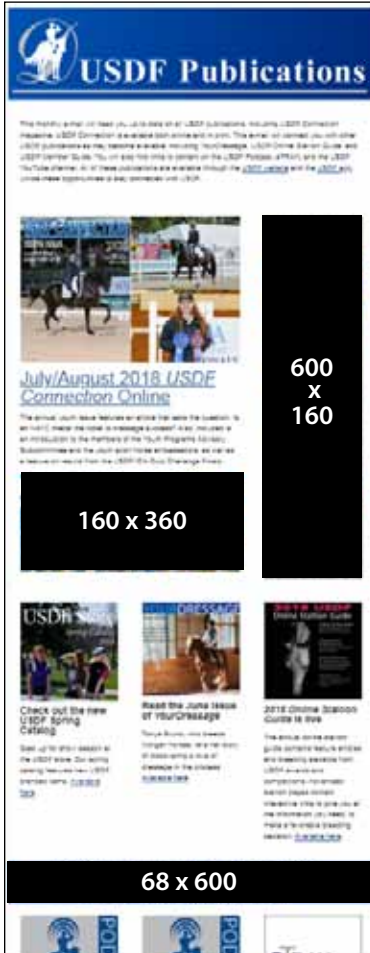
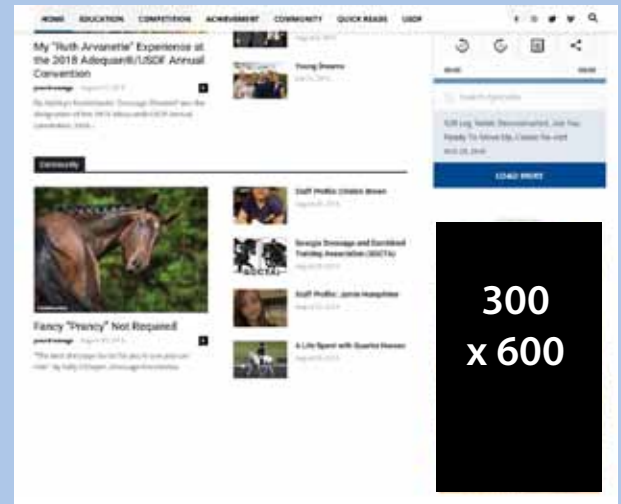


YourDressage.org

Medium rectangle 300px wide x 250px high

Leaderboard 728px wide x 90px high

Half page 300px wide x 600px high



USDF Publications E-mail

Tower Banner 600px high x 160px wide

Medium Banner 160px high x 360px wide

Small Banner 68px high x 600px wide

Contact Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org

Artwork Requirements

Artwork Requirements

Print

File Format

- PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
- TIFF (.tif) – high resolution @ 300dpi
- JPEG (.jpg) – high resolution @ 300dp

File Specifications

- CMYK color (No spot colors or RGB files)
- Files should be actual (100%) ad size

Digital (Online Properties)

File Format

- PNG (.png) – web resolution @ 72 or 100 dpi
- JPEG (.jpg) – web resolution @ 72 or 100 dpi

File Specifications

- RGB color (No spot colors or CMYK files)
- Files should be actual (100%) ad size

Submitting Files to USDF

- E-mail ad files, up to 10MB, to connection@usdf.org
- Larger files should be uploaded using a file transfer website, such as DropBox.
- Notify via e-mail (dtitland@usdf.org) that the files have been uploaded. Include company name, contact information, size, and insertion information

USDF Advertising Policies

USDF Advertising Policies

- Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
- Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
- Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
- Cancellations or changes must be made in writing and may not be made after the material due date.
- Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
- New advertisers must send first payment by material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on balances over 30 days.
- If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
- Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser ordered and which was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- Publisher is not liable for delays in production, publication, or distribution.