



Dear Potential 2011 Region 1 Omnibus Advertiser:

Thank you for your interest in utilizing the Region 1 Omnibus for promoting your business. The Omnibus is more than a simple listing of shows; it provides important information for qualification to BLM Finals, Regional Finals, JR/YR information, and call sheets for the competition tests. It reaches all areas in the Region 1 territory: Delaware, Maryland, North Carolina, New Jersey, Pennsylvania, and Virginia, as well as Washington DC and the panhandle of West Virginia. Since 2004 the Omnibus has been requested from competitors throughout the US and Canada.

We think you will find that our advertising rates, circulation, and the fact that this publication is in use for a full competitive season, make this a cost effective marketing tool. Your advertisement and/or professional listing will remain visible to equestrians throughout the 2011 Dressage Season. This is truly a cost effective way to help you market your business and support the USDF Region 1 at the same time.

To keep costs down we do ask that any material provided for print be "camera ready." This would entail the original being of sufficient quality to be scanned by our printer for reproduction.

If you choose an advertisement of one half page or more, you will also receive a Professional Listing. Please include a professional listing application with your advertising application.

To save 10% on your cost, submit your materials and check made out to Region 1 Omnibus by October 31, 2010. All submissions and payments must be received by December 31, 2010 in order to be guaranteed inclusion in the 2011 Omnibus. We will adhere to these deadlines; please understand and help us by getting material in as soon as possible. All "camera ready" ads, applications, and checks should be sent to:

USDF Region 1 Omnibus
38595 Purple Martin Lane
Hamilton, VA 20158

Thank you for your support,
Melissa Murray
Omnibus Coordinator
(540) 868-2432
melissamurray@msn.com

Enclosures:
Application for Advertisements in the Region 1 Omnibus
Application for Professional Listings in the Region 1 Omnibus

USDF Region 1 2011 Omnibus
38595 Purple Martin Lane
Hamilton, VA 20158
(540) 338-7810
lookingglassfarm@mac.com



Application for Advertisements in the Region 1 Omnibus

Company Name	
Point of Contact Name	
Street Address	
City, ST, Zip	
Phone	
Email Address	

LOCATION / TYPE	SIZE	COST	FOR OFFICE USE ONLY	
<input type="checkbox"/> Back of Back Cover	4.5" X 7.5"	\$775.00	<input type="checkbox"/>	Date Received
<input type="checkbox"/> Inside of Back Cover	4.5" X 7.5"	\$625.00	<input type="checkbox"/>	Check #
<input type="checkbox"/> Inside of Front Cover	4.5" X 7.5"	\$625.00	<input type="checkbox"/>	Amount Paid: \$
<input type="checkbox"/> Color Glossy Divider	4.5" X 7.5"	\$500.00	<input type="checkbox"/>	Page Placement
<input type="checkbox"/> Full Page	4.5" X 7.5"	\$230.00		
<input type="checkbox"/> Half Page (horizontal)	4.5" X 3.75"	\$140.00		
<input type="checkbox"/> Half Page (vertical)	2.75" X 7.5"	\$140.00	<input type="checkbox"/>	Confirmed in Final Draft
<input type="checkbox"/> Business Card	1.75" X 3"	\$75.00		
<input type="checkbox"/> Professional Listing	Up to 150 characters	\$25.00		

Ads can be submitted electronically in *.pdf, .doc, .tiff, .jpg*. For any other formats please check with Melissa Murray at: *melissamurray@msn.com*, to be certain we can open the files.

Ads can also be submitted camera ready, a hard copy submitted with application that can be scanned for placement into the Omnibus.

No proofs will be provided unless requested at time of application. Please provide a fax number or e-mail address for proof; no proofs will be mailed.

Any changes to ads, will be done at an additional cost. If you have an equine related business and need a basic ad, submit your information and request a proof, a basic ad presence will be created at an additional charge of \$50.00. (You may make one revision to ad copy provided.)

~NO ADS CAN BE PLACED IN THE OMNIBUS WITHOUT PAYMENT~



Application for Professional Listings in the Region 1 Omnibus

Professional listings in the Region 1 Omnibus can be up to 150 characters total.

Please print clearly – AS YOU WOULD LIKE IT TO APPEAR IN THE OMNIBUS

Company Name	
Point of Contact Name	
Street Address	
City, ST, Zip	
Phone	
Email Address	

Select a Category:

- Animal Communications
- Art
- Buildings
- Clinics & Seminars (will include date)
- Equine Therapy and Massage Services
- Feed Stores
- Fencing
- Footing
- Instructors
- Judge
- Real Estate
- Rider Therapies
- Schools and colleges
- Shipping
- Stables offering Instruction and Boarding
- Tack Shops
- Trucks, Trailers and Vans
- Vacations/Trips
- Video Services
- New Category: _____

If you have any questions please contact:

Melissa Murray melissamurray@msn.com (540) 868-2432

Alison Head lookingglassfarm@mac.com (540) 338-7810

USDF Region 1 2011 Omnibus

38595 Purple Martin Lane

Hamilton, VA 20158

(540) 338-7810

lookingglassfarm@mac.com