



September 1, 2008

Oregon Dressage Society (ODS), an affiliate of the United States Dressage Federation (USDF), exists to educate, promote and inspire its members and the general public through programs, publications and competitions in a way that enhances the image of Dressage and promotes the welfare of the horse.

In 2009, ODS will be a 39 year old registered 501(c)3 non-profit organization. We have 18 chapters plus several committees that all host events, all over the state of Oregon, reaching into SW Washington, into Northern California, Idaho and western Montana. In 2006 the USDF recognized ODS as their third largest Group Member Organization. Since then, our membership has increased by almost 200, reaching over 1250 members by July 2008.

In early January 2009, we will be printing and mailing our annual *ODS Regional Omnibus*, which is a catalogue of horse shows that will be held in 2009. The *Omnibus* is a prized publication that not only every ODS Primary Member in the database will receive automatically, but also others in the Region will also purchase! In 2007 and 2008, ODS sold out of Omnibus copies about half way through the show season.

Later in the spring, ODS will publish the *ODS Roster*. Our *Roster* is a directory of ODS Members and the place where our by-laws and is the place where many of our program policies, procedures, rules and information is printed for our members.

Because of the rising costs of publishing on paper (printing costs, rising postage costs), our budget depends a great deal on the support of our advertisers. By sponsoring an advertisement in one of our publications, your business helps to keep dollars into the education column of our budget by offsetting the costs of printing. As an active adult amateur dressage rider and equestrian products consumer, I truly believe that your business would benefit from advertising in our publications.

If you would like to get any additional information on our organization including other sponsorship and membership opportunities, please feel free to call me or please visit our website at: <http://www.oregondressage.com>.

Please call me if I can answer any of your questions or if you need anything further!

Warmest Regards,

Corinne Stonier, Office Manager  
Oregon Dressage Society  
880 NE 25<sup>th</sup> Ave, Suite 2-173  
Hillsboro OR 97124  
P: 503.681.2337  
F: 503.681.3873  
C: 503.730.8036  
[office@oregondressage.com](mailto:office@oregondressage.com)



## Advertise in the 2009 Oregon Dressage Society Regional Omnibus & ODS Roster

***Oregon Dressage Society  
is the Third Largest Dressage  
GMO in the Nation!!***

- Convenient
- Economical
- ODS Omnibus **SOLD OUT** in 2007 and 2008 – 1100 copies were distributed to dressage enthusiasts throughout the Pacific Northwest
- ODS Omnibus Mailed in January & used **all year** by competitors
- ODS Omnibus includes United States Dressage Federation, United States Equestrian Federation Dressage and Sport Horse Breeding Licensed Shows, Oregon Dressage Society League Shows, Schooling Shows, plus Breed Shows offering Dressage Classes
- Advertising for tack, equipment, services, education, instruction, stables, gifts, awards, shows and much more.
- ODS Roster available to all Oregon Dressage Society Members in the spring

### Advertising Rates

#### ODS Omnibus

- Back Cover \$175.00
- Inside Front Cover \$175.00
- Inside Back Cover \$125.00
- Full Page \$100.00
- 1/2 Page \$ 60.00
- Business Card \$ 35.00

#### ODS Roster

- Back Cover \$120.00
- Inside Covers \$100.00
- Full Page \$ 95.00
- 1/2 Page \$ 50.00
- Business Card \$ 35.00

#### Discounts Available:

- Business members of Oregon Dressage Society receive 10% discount on first ad.
- Multiple Publications - 50% discount on second ad (same size) except back and inside covers which are not discounted for second ads. Advertisers who purchase a back or inside cover in one publication may receive a full page ad in the second publication at 50% of the full page rate for that publication.

**Do you want to list a show in the ODS Omnibus? Please contact the ODS Office for a Show Listing Packet as prices and procedures are different than commercial advertising.**

## ODS Omnibus & ODS Roster Ad Dimensions

### Full Page

*includes Inside Cover & Back Cover*

4 1/2w by 7 1/2h

### Half Page

4 1/2w by 3 1/2h

### Business Card Ad Size

Horizontal Format

2 h X 4 1/2w

or

Vertical Format

2 1/4w X 3 1/2h

Note: most business cards

Measure 2 X 3 1/2"

Some adjustments may be required.

# Deadlines:

## Omnibus:

- December 10<sup>th</sup> - Omnibus ads and fees due. Ads must be camera-ready or prior arrangement must be made through the ODS Office for graphic work to be done at a small additional charge.

## Roster:

- January 30<sup>th</sup> - Roster ads & fees due to ODS Office, address below. Ads must be camera-ready.

## Other details:

- If you'd like your ad placed in conjunction with a specific show or in a specific section, let the ODS Office know, and our staff and volunteers will make every effort to do so.
- Cover ads will be sold on a first-come, first-serve basis. Payment must be received to reserve cover space. Please check website for availability.

To send your ad directly, please mail CD with .TIF, .PDF, or .JPG file including proper payment and black/white proof to:

Oregon Dressage Society  
Attn. Advertising  
880 NE 25<sup>th</sup> Ave, Ste 2-173  
Hillsboro, OR 97124

Or, for more information, please contact:

Corinne Stonier,  
ODS Office Administrator & Omnibus  
& Roster Coordinator  
503-681-2337

Fax : 503-681-3873

[office@oregondressage.com](mailto:office@oregondressage.com)

[www.oregondressage.com](http://www.oregondressage.com)



# Oregon Dressage Society

## ODS Regional Omnibus Advertising Order Form

*Please fill out this contact information carefully or attach a business card*

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

Contact Person Name: \_\_\_\_\_

ODS Member Number (if applicable): \_\_\_\_\_ Membership Type: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_

City, State, Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

### Omnibus Advertising

- Full Page \$100
- 1/2 Page \$ 60
- Business Card \$35

*Note: if you are wishing to have your ad appear on covers, please call the ODS Office for details and availability*

### Roster Advertising

- Full Page \$95
- 1/2 Page \$ 50
- Business Card \$35

*Note: Roster Ads are 1/2 price ad if you are running the same ad as in Omnibus!*

### Membership

- Yes, I also would like to join ODS as a Business Member for \$125.00.  
Membership benefits include all normal benefits of an ODS member (receipt of ODS Omnibus, Test Booklet and Roster plus a Flying Changes subscription, USDF Group Membership and all other benefits listed on the Membership page of the ODS Website). In addition, Business Members receive a 10% discount on advertising, exclusive placement on the ODS Service Directory including web hot links, 1 broadcast e-mail messages to the ODS membership per quarter (4 per year) and the privilege of requesting the bulk mailing membership once during the year. Membership year is November 1 – October 31.

### Placement requests and suggestions

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### How ad is being submitted

- Electronically via cd (preferred - .TIF, .PDF or .JPG at 300 DPI)
- Electronically via e-mail
- On paper (\$10 scanning fee) - clean black and white laser print or business card for scanning
- Not camera ready (additional fee) – elements (photos, logos) and layout suggestion enclosed. ODS will contact customer with an estimate.

# Order and Payment Details

## Advertising:

\_\_\_\_\_ Omnibus Advertisement  
\_\_\_\_\_ Roster Advertisement  
\_\_\_\_\_ SUB TOTAL Section #1

## Membership:

\_\_\_\_\_ \$125 ODS Business Membership  
\_\_\_\_\_ SUB TOTAL Section #2

## Discounts:

\_\_\_\_\_ 10% Business Membership Discount on Omnibus Advertisement  
\_\_\_\_\_ 10% Business Membership Discount on Roster Advertisement  
\_\_\_\_\_ 50% off of Roster Ad for running same advertisement (ad must be identical)  
\_\_\_\_\_ SUB TOTAL Section #3

## Additional Items:

\_\_\_\_\_ ODS Publications via Mail (non-member), add \$10.00  
\_\_\_\_\_ ODS Vinyl 3-ring Jr. Notebook (non-member, sized to hold ODS Omnibus/Roster), add \$12.00  
\_\_\_\_\_ ODS Vinyl 3-ring Jr. Notebook (member discount), add \$8.00  
\_\_\_\_\_ SUB TOTAL Section #4

## Donations:

\_\_\_\_\_ ODS Education Fund Contribution  
\_\_\_\_\_ Winnie Heiney Fund Contribution (Junior/Young Rider Riding Lesson/Training Scholarships)  
\_\_\_\_\_ SUB TOTAL Section #5

\_\_\_\_\_ Subtotal Section #1 - Advertising  
\_\_\_\_\_ Subtotal Section #2 - Membership  
\_\_\_\_\_ Subtotal Section #3 - Discounts on Advertising  
\_\_\_\_\_ Subtotal Section #4 - Additional Items  
\_\_\_\_\_ Subtotal Section #5 - Donations  
\_\_\_\_\_ Late fees (if applicable)  
\_\_\_\_\_ **Total Due**

- Preferred - saves credit card fees!** Enclosed Check Payable to Oregon Dressage Society  
 Charge my Credit Card (Visa or MasterCard only)

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expires: \_\_\_\_\_/\_\_\_\_\_

Name on Card (please print): \_\_\_\_\_ Billing Zipcode: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail to:  
Oregon Dressage Society  
Attn. Advertising  
880 NE 25<sup>th</sup> Ave, Ste 2-173  
Hillsboro, OR 97124

### For Office Use:

Date Received: \_\_\_\_\_ Date Processed: \_\_\_\_\_

Method Paid:  Check/Number \_\_\_\_\_  Cash  Credit Card Authorization # \_\_\_\_\_

Notes: