



Dear Potential Advertiser

Thank you for your interest in utilizing our Omnibus for promoting your business. 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. To keep cost 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.

As an advertiser in the Region 1 Omnibus 2012 you will receive a Professional Listing as well, if you chose an ad of ½ of a page or more. Please include a professional listing application with your advertising application. The Omnibus will reach all areas in the Region 1 territory: Washington DC, Delaware, Maryland, North Carolina, New Jersey, Pennsylvania, Panhandle of West Virginia, and Virginia Since 2004 the Omnibus was requested from competitors throughout the US and Canada. The Omnibus is more than a simple listing of shows; it will be provided important information for qualification to BLM Finals, Regional Finals, JR/YR information and copies of the competition tests.

Your ad will remain visible to equestrians through out the 2012 Dressage Season. This is truly a cost effective way to help you market your business and support the United States Dressage Federation, Region 1 at the same time.

To save 10% payment and materials must be received by November 30, 2011. All submissions and payments must be received by December 31, 2011 in order to be guaranteed inclusion in the Omnibus for 2012. 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 2012
38595 Purple Martin Lane
Hamilton, VA 20158

Thank you for your support,

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

USDF Region 1 Omnibus 2012
38595 Purple Martin Lane
Hamilton, VA 20158
(540) 338-7810



Office Use Only



- DATED RECEIVED _____
- CHECK # _____
- AMOUNT PAID _____
- PAGE PLACEMENT _____
- CONFIRMED PLACEMENT IN FINAL DRAFT COPY _____

Application for Advertising

Company Name: _____

Point of Contact: _____

Phone: _____ e-mail: _____

Address: _____

Ad Size and Placement:

Size/Location	Printable area	Cost
Back Back Cover:	4.5" X 7.5"	\$775.00
Inside Back Cover:	4.5" X 7.5"	\$625.00
Inside Front Cover:	4.5" X 7.5"	\$625.00
Color Glossy Divider	4.5" X 7.5"	\$500.00
Full Page:	4.5" X 7.5"	\$230.00
Half Page (horizontal)	4.5" X 3.75"	\$140.00
Half Page (vertical)	2.75" X 7.5"	\$140.00
Business Card:	1.75" X 3"	\$75.00
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~

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- RECEIVED _____
- CREATED _____
- PLACED _____

Professional Listing Ad Information

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

Company Name: _____

Address: _____

Point of Contact: _____ **Phone:** _____

- 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 - - - - - _____
- Create a category: _____

If you have any questions please contact:

Melissa Murray melissamurray@msn.com (540) 868-2432
 Alison Head lookingglassfarm@mac.com (540) 338-7810

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USDF Region 1 Omnibus 2012

ATTENTION COMPETITORS!

Would you like to receive the Region 1 Omnibus??

The Region 1 Omnibus is an annual directory that contains prizelists for recognized shows and several special shows in Region 1, as well as complete information on qualifying for championship shows junior/young rider information, etc. If you wish to receive the 2012 Omnibus, you will need to fill out the subscription form below.

All contributions to Friends of the Omnibus made prior to December 31, 2011 will receive recognition in the 2012 Omnibus, the remainder will be recognized in 2012. If you were a contributor last year and did not receive recognition in the 2011 Please contact Melissa Murray, melissamurray@msn.com, a computer issue may cause a lapse in recognition for 2012.

Join the Friends of the Omnibus and help us provide everyone with a quality resource for Dressage in Region 1.

Friends of the Omnibus:

<i>Friend of the Omnibus</i>	\$5.00
<i>Bronze Friend</i>	\$15.00
<i>Silver Friend</i>	\$25.00
<i>Gold Friend</i>	\$50.00 or more



Please print clearly:

Name: _____

Address: _____

City, State, Zip Code: _____

Quantity ordered: _____ X \$15.00 _____

Friends of the Omnibus contribution: _____

Total Enclosed: _____

Please make checks payable to USDF Region 1 Omnibus. All requests will be handled as quickly as possible, however; no order will be filled without payment. Mail completed form with check to:

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

Questions please contact:

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