



Specification for WebSite and E-Blast

All rates listed below are introductory.

USDF Region 1 Web Site Block Ads

Block, placed on right side

(240 x 240px) 3" x 3" \$15/month, \$50/3 months, \$75/6 months, \$150/year

Artwork Specifications for Web Site Advertising

- Artwork must be received at exact size for the banner ad purchased (Sizes shown above)
- Art files should be in .jpg, .png or .gif format only.
- 72dpi resolution; RGB color format.
- Please include a URL to which your banner ad will link.

*Banner ad creation is available for a **separate** \$25 fee minimum; for details, please contact Penny Hawes at Penny@TheHorseWriter.com*

Block ads will appear on the following pages on the Region 1 website:

<http://www.usdfregion1.org/default.aspx>

http://www.usdfregion1.org/Web_Pages/Show_Information.aspx

http://www.usdfregion1.org/Web_Pages/Region_1_Omnibus.aspx

E-Blast Advertising

The show calendar e-blast will be distributed monthly.

Graphic Banner Ad: \$20 per month / \$100 for six consecutive months

Artwork Specifications for E-Blast Advertising Banner

- Artwork must be received at this exact size for the banner ad (400 pixels wide x 60 pixels high).
- Art files should be .jpg, .png or .gif format only. No animated graphics please.
- 72dpi resolution; RGB color format.
- Please include a URL to which your banner ad will link.

Ad creation is available for a separate \$25 fee minimum. For Details, please contact Penny Hawes at Penny@TheHorseWriter.com.



USDF Region 1 Omnibus

115 Myrtle St.
Monroe, VA 24574
434.426.7197

Application for Advertising

Company Name: _____

Point of Contact: _____

Phone: _____ e-mail: _____

Address: _____

Web Advertising

Ad Duration _____ Month(s) Six Months One Year

Please Begin Showing Ad on This Date _____

(please allow a minimum of one week from receipt of your submission)

URL Banner Ad Should Link To _____

Amount Enclosed \$ _____

E-Blast Advertising

Ad Duration _____ Month(s) Six Months One Year

Please Begin Showing Ad on This Date _____

(please allow a minimum of one week from receipt of your submission)

Amount Enclosed \$ _____

All ads, applications and checks should be sent to:

USDF Region 1 Omnibus
115 Myrtle St.
Monroe, VA 24574

PAYMENT OPTION VIA CREDIT CARD AT <https://www.usdf.org/online-services/region-cc-processing/index.asp?region=1>

Questions? Contact Penny Hawes at Penny@TheHorseWriter.com