Kentucky Dressage Association
www.kentuckydressageassociation.org

Ad Rates

KDA's newsletter, *Impulsion*, is published a minimum of six (6) times during the calendar year.

Website

Category	Member Rate			Non-Member Rate	
	6 Month	12 Month		6 Month	12 Month
Classified (up to 50 words)	Free			$9.95	$14.95
Photo Classifieds (50 words + 2 photos)	$9.95	$14.95		$19.95	$29.95
Business Logo Links	Included in Business Membership	Included Business Membership		$200	$250
Clinic Advertising	Free			Free	
Show Advertising	Free Members (or KDA Sanctioned Show)			Flat Rate: $24.95	

Newsletter

Category	Member Rate			Non-Member Rate	
	6 Month	12 Month		6 Month	12 Month
Classified (up to 50 words)	Free			$9.95	$14.95
Photo Classifieds (50 words + 2 photos)	$9.95	$14.95		$19.95	$29.95
Full Page (7.5"w X 10"h)	$75 (3 issues)	$95 (6 issues)		$150 (3 issues)	$190 (6 issues)
Half Page (7.5"w X 5"h)	$40 (3 issues)	$55 (6 issues)		$80 (3 issues)	$110 (6 issues)
Quarter Page (3.5"w X 5"h)	$20 (3 issues)	$30 (6 issues)		$40 (3 issues)	$60 (6 issues)
Business Card (3.5" w X 2" h)	$15 (3 issues)	$25 (6 issues)		$30 (3 issues)	$50 (6 issues)
Clinic Advertising	Free			Free	
Show Advertising	Free Members (or KDA Sanctioned Show)			Flat Rate: $24.95	

Deadlines: The first day of any odd numbered month (January, March, May, July, September, November). You will be sent an e-mail confirming your ad's placement. If you don't receive a confirmation, please call to confirm receipt of ad.

Payment: When submitting your ad, please include an invoice so that KDA can mail you a receipt. Payment is accepted by check (payable to KDA).

Ad Format—Display Ads: Please submit press ready PDF's with all images, and fonts embedded. Ads may also be sent as hi-res TIF, EPS, or JPG files.

Ad Format—Classified Ads: Please submit in plain text (.txt) or Microsoft Word (.doc or .docx).

How to Submit an Ad: Please send via email to: charastev@yahoo.com