



October 1, 2009

Dear business owner and/or horse enthusiast,

You are invited to place an advertisement in the 2010 Idaho Dressage & Eventing Association's (IDEA) Omnibus and website. The Omnibus is a valuable catalog of dressage and horse trial competitions. Our website is viewed by people from all over the western United States and beyond and our membership includes individuals in Idaho, Utah, Montana and Nevada. *Please keep in mind that each IDEA member opens their Omnibus or looks at the website numerous times during the year, so this gives you a big bang for your buck as an advertiser.* If you would like to learn more about IDEA, please visit our website at www.idahodressageandeventing.org.

IDEA is an educational, non-profit organization. Please don't miss this excellent opportunity to promote your business or service at such a reasonable price. Our prices have been reduced considerably starting in 2010, as our omnibus will be on-line. Rates are as follows:

Omnibus Ad pricing (*ads will be color on the website ads and black and white in the printable omnibus. All ads will be in the omnibus, which is a viewable OR downloadable pdf file. The online version does allow for your ad to be linked to your website, so the viewer can simply click on your ad and go directly to your site:*

Business Card	\$15.00	Quarter Page	\$25.00
Half Page	\$45.00	Full Page	\$60.00

Full pg ads include a 1 year revolving banner ad on the website (*limited!*)

½ pg ads include a 1 year secondary website pg. ad

Business and ¼ pg ad: add \$10 if you would like to add a 1 year smaller, secondary website pg. ad

Website-only Ad pricing (if space allows- contact Nancy):

Yearly revolving banner ad subscription: \$65 (Jan 1st - Dec 31st or any part thereof)

If you are submitting a photograph with your ad, send a quality photo that can be scanned or e-mail a digital photo. This can be e-mailed to the address listed below. Please refer to the ad sizing page for specific sizing of your ad. Send materials with a minimum 300 dpi (600 preferred). They may be sent in these forms (or call me if you need another way!): Hard copy, JPEG, AI, PDF, PSD, WORD.

Send your advertising information and photographs, along with your check (made payable to IDEA) to Nancy Roche', 2663 N. Blue Springs Ave, Meridian, ID 83646 or email to nancy@admaginationstudios.com. **The deadline for accepting ads is December 31th, 2009.** If you have any questions, feel free to email me at nancy@admaginationstudios.com. Thanks for your time and we hope to see your ad appearing in our publication and on our website!

Sincerely,

Nancy Roche'
2010 IDEA Omnibus Chair

IDEA OMNIBUS ORDER SHEET

Full page: 7.35" wide by 9.75" tall

\$60__ Full Page Ad size

Also includes 1 yr. revolving banner ad on website!

1/2 page: 7.35" wide by 4.75" tall

\$45__ Half-Page Ad size

Also includes 1 yr. secondary page ad on website!

1/4 pg: 3.65" wide by 4.75" tall

\$25__ 1/4 Page Ad size

Add \$10__ for a 1 yr. small ad on website!

1/8 pg "business card" : 3.5"wide by 2" tall

\$15__ Business Card Ad size

Add \$10__ for a 1 yr. small ad on website!

Format:

Minimum 300 dpi (600 preferred),

May be sent in these forms (or call me if you need another way!):

Hard copy, JPEG, AI, PDF, WORD

Check off what you would like to purchase and Send this page along with your payment made out to "I.D.E.A." to:

Nancy Roché

2663 N. Blue Springs Ave.

Meridian, ID 83646

Questions?: nancy@admaginationstudios.com