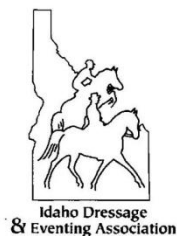


October 3, 2011



Dear Dressage and Eventing Enthusiasts!

You are invited to place an advertisement in the 2012 Idaho Dressage & Eventing Association (IDEA) Omnibus and website. The Omnibus is a professionally printed catalog of dressage and eventing-type competitions, which is distributed to our approx 200 membership. Our membership includes individuals in Idaho, Washington, Oregon, Utah, Wyoming and Nevada. Please keep in mind that each IDEA member opens their Omnibus and goes to 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.

It should be emphasize that IDEA is an educational, non-profit organization (501 c4). Your support is a particularly meaningful contribution to the sports of Dressage and Eventing in Idaho. Please don't miss this excellent opportunity to promote your business or service at such a reasonable price!

Omnibus rates are as follows:

Business Card \$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 page ad

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

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

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

All ads will be in the printed omnibus, and on the website as a downloadable pdf file. Finished page size of the Omnibus is 5.5" wide X 8.5" tall with a .325" (3/8th of an inch) margin. Font size should be no smaller than 10 when creating document.

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, 2011.**

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'

2012 IDEA Omnibus Chair

IDEA Omnibus Order Sheet

Full page ad – final size: 4.85” wide X 7.85” tall

Also includes 1 year revolving ad on Website! Unlimited web calendar listings for shows and clinics.

\$60 ___ Full Page Ad

Half page ad – final size: 4.85” wide X 3.85” tall

Also includes 1 year secondary page ad on Website! Unlimited web calendar listings for shows and clinics.

\$45 ___ Half Page Ad

Business card ad – final size: 3.5” wide 2” tall

Add \$10 ___ for small ad on Website! Unlimited web calendar listings for shows and clinics.

\$25 ___ Business Card Ad

Format:

Minimum 300 DPI (600 Preferred)

May be sent in these forms :

- Hard Copy
- JPEG
- Adobe Illustrator
- PDF
- Word

Directions:

Please check off what you would like to purchase and send this page along with your payment made out to “IDEA” to:

Nancy Roche’
2663 N. Blue Springs Ave.
Meridian, ID 83646

Questions?

Please email Nancy at Nancy@admaginationstudios.com or call at 208-340-1351

Thanks for Supporting the

**Idaho Dressage &
Eventing Association**