



WESTERN NEW YORK DRESSAGE
ASSOCIATION, LTD.

www.wnyda.org

August 2017

Dear Equestrian Enthusiast:

The Western New York Dressage Association (WNYDA) is a not-for-profit organization comprised of over a hundred members who are involved in the sport of dressage. Every year, we provide a publication of recognized and unrecognized competitions, clinics and services supporting our endeavors. By advertising in this publication, you will reach a targeted equine audience comprised of members located in Central, Western and Southern New York State. In addition, this book reaches equine enthusiasts who frequent our competitions, events and website from all over New York and Pennsylvania and Ohio. New York State equine market spends over \$50 million dollars annually on related goods and services. Reach a part of this market share by advertising in the WNYDA Omnibus and Show Program publications!

The 2018 Omnibus cover will feature attractive color equine artwork by a nationally famous artist.

The 2018 advertising rates (for b&w, ADD \$20 for full color) ads IF CONTRACTED AND PAID FOR PRIOR TO OCTOBER 1, 2017 are:

\$140 full page (7 1/2" X 10")
\$85 half page (7 1/2" X 4 1/2")
\$60 1/4 page (3 1/2" X 4 1/2")
\$35 business card (3 1/2" X 2")

October 2, 2017 or later, rates are:

\$160 full page
\$100 half page
\$65 quarter page
\$40 business card

AFTER OCTOBER 1, 2017 THE RATES FOR ADS IN THE 2018 OMNIBUS WILL GO UP PER AD per size as indicated above.

Full page advertisers get a free link from the WNYDA website to theirs. All other advertisers: link from our website for an additional \$20.00. Please use the order form on the following page to indicate your preference.

If you wish to place an ad with us, you may do so one of two ways:

1. Email an electronic camera ready ad in pdf or jpg format or
2. Mail us a clear camera ready copy

Please note: The ad you send in MUST be the same size as the ad you are purchasing.

If you wish for Doreen to help you with an ad, (or your ad requires layout or copy changes) you will be asked to ok this work and there will be a \$50/hour fee for these services.

Email camera ready ads to: dcbernier@gmail.com

Mail camera ready ads to: Doreen Bernier
29 Raymond Hill Road
Orwell, Vermont 05760
Phone: 802-948-2348

All ads must be received by **November 30, 2017 with full payment**. All checks are made out to WNYDA and given to WNYDA board member OR enclosed with your ad mailed to the above address. Our publication will be distributed in March of 2018.

We request that you consider offering a WNYDA member only discount (ex: 10% discount) for your products and/or services. If you are interested in providing this type of benefit to our members, please contact Deb Borra at 585-226-8880 or email at: dborra@rochester.rr.com. If you choose to provide our members with discounted services, WNYDA will place a complimentary link to your website from our website (www.wnyda.org) and waive the 20.00 link fee.

We look forward to providing your advertisement in our publications.

Sincerely,
WNYDA Omnibus Editor

WNYDA Omnibus and Show Program Advertisement Order Form

Please complete this form marking all of your preferences for ordering advertisement services from us. Mail your completed form with your check made payable to WNYDA to the address listed below.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone number (with area code): _____

Omnibus Publication (will be distributed in March 2018)

- | | | |
|---|---------------------------|-------|
| <input type="checkbox"/> Full Page Ad | \$140/\$160 after 10/1/17 | _____ |
| <input type="checkbox"/> Half Page Ad | \$85/\$100 after 10/1/17 | _____ |
| <input type="checkbox"/> Quarter Page Ad | \$60/\$85 after 10/1/17 | _____ |
| <input type="checkbox"/> Business Card Ad | \$35/\$40 after 10/1/17 | _____ |
| <input type="checkbox"/> Extra Charge for color | \$20 after 10/1/17 | _____ |
|
 | | |
| <input type="checkbox"/> Link from the WNYDA Website to your Website | \$20 | _____ |
| (free of charge for full page advertisers) | | |

TOTAL: _____

Provide WNYDA Members with a discount for your services

Yes, I am interested in providing WNYDA members with a year-round discount for my services. Please contact me with more information about this option. In exchange, WNYDA will provide at no charge, a link to my web site from the WNYDA web site.

Please complete the form and mail with a check made payable to WNYDA to the following address:

Doreen Bernier
29 Raymond Hill Road
Orwell, Vermont 05760
Phone: 802-948-2348

Thank you for your support.