

CALIFORNIA DRESSAGE SOCIETY

P. O. Box 417, Carmel Valley, CA. 93924 • (831) 659-5696 • fax (831) 659-2383

Office Manager / Editor • Paula Langan

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Dressage Letters Advertisement Policy and Rates

Distribution 3,000

Dressage Letters is published and distributed monthly to all members of the California Dressage Society. All production and mailing of the publication takes place at the CDS Central Office, P. O. Box 417, Carmel Valley, CA 93924.

Dressage Letters is a service to the members of CDS. Advertising must have service to members as its primary function. Classified advertisements offering horses and equipment for sale, instruction and training offered, stallions at stud, business services, are considered to be of service to members. CDS is not responsible for claims made in published ads.

Display ads must have the approval of Dressage Letters Editor, Paula Langan. They will be accepted on a space available basis, except in special issues for which certain types of advertising will be solicited.

Display ads for stallions will be accepted for 2 issues per year, November and January. Only November and January are designated stallion issues. Dressage Letters will accept stallion ads in the February through April issues.

Dressage Letters will accept advertising which features winnings of horses and congratulations at the discretion of the editor.

Deadline for Advertising Copy and Payment: 10th of the month prior to the month of publication. Ads for June issue, for example, must be submitted on or before the 10th of May. Display ad cost is payable in advance of publication. Make checks payable to the California Dressage Society.

Display ads must be professionally finished and camera-ready. No bleeds or complete reverse ads. Electronic ads required: pdf, eps, tiff, jpeg preferred. Illustrator, InDesign ok. No Publisher files accepted. Send files to: paula@california-dressage.org

Full page ad	7 1/2" w x 10" tall	\$350.00	Quarter page ad	3 1/2" w x 5" tall	\$175.00
Half page ad	7 1/2" w x 5" tall	\$230.00	Business card ad	3 1/2" w x 2" tall	\$ 45.00

Classified Ads are 70¢ per word with a \$15. minimum. Saddle ads will be \$5.00 for each ad. Deadline is the 10th of the month preceding publication. Horse for Sale Business Card information can also be listed on the CDS Classified Website for an additional \$20.

Email advertising also available for clinics, shows, seminars and events only on a limited basis. Please supply copy in Word format and photo attached separately as a jpeg if desired. Price is 13¢ per email address. List may be restricted by Chapter or Region.

Name of Company _____ Payment (cc or billing) _____

Size of Ad _____ Price of ad _____ Insertion Issue _____ Phone Number _____

Billing Address _____