



## Show Management

It is that time of year again, the show season is drawing to a close and we begin to prepare for the 2032 season. As we assemble the USDF Region 1 Omnibus for 2032, we must first begin with gathering prize lists, advertising commitments and other fund raising activities to get this project underway.

Enclosed you will find order forms for various types of advertising and the application for professional listings. Applications for prizelists, display ads, and Friends of the Omnibus requests are included as well.

If you have the opportunity to present any information to potential advertisers, keep in mind, the Omnibus is a publication that is in use for the full 2032 season.

The cost for prizelists will be \$75.00 for the first page submitted \$50.00 for each additional page. If you have any questions please contact Melissa Murray at the e-mail address below. See attached application for additional information regarding prizelists.

Thank you for your support,

Melissa Murray, Omnibus Coordinator  
*melissamurray@msn.com*

Region 1 Director: Alison Head  
*lookingglassfarm@mac.com*

Prizelists Review: Bettina Longaker  
*vadvirag@earthlink.net*

USDF Region 1 Omnibus 2010  
38595 Purple Martin Lane  
Hamilton, VA 20158  
(540) 338-7810  
*melissamurray@msn.com*

DEADLINE DEC 31, 202;



- Application Received: \_\_\_\_\_
- Prizelist placed in List of Shows
- Prizelist placed in Omnibus
- Payment Received

**PRIZELIST APPLICATION**

Please, one show per application.

Name of Show: \_\_\_\_\_

Show Dates: \_\_\_\_\_

Show Location: \_\_\_\_\_

Show Management: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**GUIDELINES FOR PRIZELISTS**

Page Size: 5.5" X 8.5"  
Print Area: 4.5" X 7.5"  
Font: Times Roman, Arial no smaller than 7.5  
Acceptable files: .pdf .doc .tiff .jpeg .jpg

If your prizelist is submitted in another size or format, there may be a fee for adjusting the size to fit into the Omnibus and it is possible that a loss of quality will occur.

Questions, please contact: Melissa Murray melissamurray@msn.com  
(540) 868-2432 Home (703) 966-5806 Cell

Cost: First page \$75.00, each additional page \$50.00. Please call with questions.

**\*\*Fees must be paid in full for prizelists to be included.\*\***

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

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Dear Potential Advertiser

Thank you for your interest in utilizing our Omnibus for promoting your business. We think you will find that our advertising rates, circulation and the fact that this publication is in use for a full competitive season, make this a cost effective marketing tool. To keep cost down we do ask that any material provided for print be "camera ready". This would entail the original being of sufficient quality to be scanned by our printer for reproduction.

As an advertiser in the Region 1 Omnibus 2032 you will receive a Professional Listing as well, if you chose an ad of ½ of a page or more. Please include a professional listing application with your advertising application. The Omnibus will reach all areas in the Region 1 territory: Washington DC, Delaware, Maryland, North Carolina, New Jersey, Pennsylvania, Panhandle of West Virginia, and Virginia Since 2004 the Omnibus was requested from competitors throughout the US and Canada. The Omnibus is more than a simple listing of shows; it will be provided important information for qualification to BLM Finals, Regional Finals, JR/YR information and copies of the competition tests.

Your ad will remain visible to equestrians through out the 2032 Dressage Season. This is truly a cost effective way to help you market your business and support the United States Dressage Federation, Region 1 at the same time.

To save 10% payment and materials must be received by Pqxgo dgt"37."422; . All submissions and payments must be received by December 31, 200; in order to be guaranteed inclusion in the Omnibus for 2032. We will adhere to these deadlines, please understand and help us by getting material in as soon as possible.

All "camera ready" ads, applications and checks should be sent to:

USDF Region 1 Omnibus  
38595 Purple Martin Lane  
Hamilton, VA 20158

Thank you for your support,

Melissa Murray, Omnibus Coordinator  
(540) 868-2432  
*melissamurray@msn.com*

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lookingglassfarm@mac.com

Office Use Only



- DATED RECEIVED \_\_\_\_\_
- CHECK # \_\_\_\_\_
- AMOUNT PAID \_\_\_\_\_
- PAGE PLACEMENT \_\_\_\_\_
- CONFIRMED PLACEMENT IN FINAL DRAFT COPY \_\_\_\_\_

Application for Advertising

Company Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Ad Size and Placement:

Size/Location	Printable area	Cost	
Back Back Cover:	4.5" X 7.5"	\$775.00	Same as 2008
Inside Back Cover:	4.5" X 7.5"	\$625.00	Same as 2008
Inside Front Cover:	4.5" X 7.5"	\$625.00	Same as 2008
Color Glossy Divider	4.5" X 7.5"	\$500.00	2 of 4 sold
Full Page:	4.5" X 7.5"	\$230.00	
Half Page (horizontal)	4.5" X 3.75"	\$140.00	
Half Page (vertical)	2.75" X 7.5"	\$140.00	
Business Card:	1.75" X 3"	\$75.00	
Professional Listing:	up to 150 characters	\$25.00	

Ads can be submitted electronically in .pdf, .doc, .tiff, .jpg. For any other formats please check with Melissa Murray at: [melissamurray@msn.com](mailto:melissamurray@msn.com), to be certain we can open the files.

Ads can also be submitted camera ready, a hard copy submitted with application that can be scanned for placement into the Omnibus.

No proofs will be provided unless requested at time of application. Please provide a fax number or e-mail address for proof; no proofs will be mailed.

Any changes to ads, will be done at an additional cost. If you have an equine related business and need a basic ad, submit your information and request a proof, a basic ad presence will be created at an additional charge of \$50.00. (You may make one revision to ad copy provided)

~NO ADS CAN BE PLACED IN THE OMNIBUS WITHOUT PAYMENT~

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[melissamurray@msn.com](mailto:melissamurray@msn.com)



- RECEIVED \_\_\_\_\_
- CREATED \_\_\_\_\_
- PLACED \_\_\_\_\_

**Professional Listing Ad Information**

Please print clearly – AS YOU WOULD LIKE IT TO APPEAR IN THE OMNIBUS

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

- Animal Communications - - - - - \_\_\_\_\_
- Art - - - - - \_\_\_\_\_
- Buildings - - - - - \_\_\_\_\_
- Clinics & Seminars (will include date) - - - - - \_\_\_\_\_
- Equine Therapy and Massage Services - - - - - \_\_\_\_\_
- Feed Stores - - - - - \_\_\_\_\_
- Fencing - - - - - \_\_\_\_\_
- Footing - - - - - \_\_\_\_\_
- Instructors - - - - - \_\_\_\_\_
- Judge - - - - - \_\_\_\_\_
- Real Estate - - - - - \_\_\_\_\_
- Rider Therapies - - - - - \_\_\_\_\_
- Schools and colleges - - - - - \_\_\_\_\_
- Shipping - - - - - \_\_\_\_\_
- Stables offering Instruction and Boarding - - - - - \_\_\_\_\_
- Tack Shops - - - - - \_\_\_\_\_
- Trucks, Trailers and Vans - - - - - \_\_\_\_\_
- Vacations/Trips - - - - - \_\_\_\_\_
- Video Services - - - - - \_\_\_\_\_
- Create a category: \_\_\_\_\_

If you have any questions please contact:

Melissa Murray

[melissamurray@msn.com](mailto:melissamurray@msn.com)

(540) 868-2432

Alison Head

[lookingglassfarm@mac.com](mailto:lookingglassfarm@mac.com)

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# USDF Region 1 Omnibus 20%

## ATTENTION COMPETITORS!

### Would you like to receive the Region 1 Omnibus??

The Region 1 Omnibus is an annual directory that contains prizelists for recognized shows and several special shows in Region 1, as well as complete information on qualifying for championship shows junior/young rider information, etc. If you wish to receive the 2010 Omnibus, you will need to fill out the subscription form below.

*All contributions to Friends of the Omnibus made prior to October 31, 2009 will receive recognition in the 2010 Omnibus, the remainder will be recognized in 2011. If you were a contributor last year and did not receive recognition in the 2009 Omnibus, it should appear in the 2010, any questions please contact Melissa Murray.*

**Join the Friends of the Omnibus and help us provide everyone with a quality resource for Dressage in Region 1.**

*Friends of the Omnibus:*

<i>Friend of the Omnibus</i>	\$5.00	
<i>Bronze Friend</i>	\$15.00	
<i>Silver Friend</i>	\$25.00	
<i>Gold Friend</i>	\$50.00	or more



Please print clearly:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Quantity ordered: \_\_\_\_\_ X \$15.00 \_\_\_\_\_

Friends of the Omnibus contribution: \_\_\_\_\_

Total Enclosed: \_\_\_\_\_

Please make checks payable to USDF Region 1 Omnibus. All requests will be handled as quickly as possible, however; no order will be filled without payment. Mail completed form with check to:

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