



CONNECTICUT DRESSAGE ASSOCIATION

A NOT-FOR-PROFIT ORGANIZATION PROMOTING DRESSAGE THROUGH EDUCATION AND OPPORTUNITY

Dear Fellow CDA Member,

In preparation for the approaching 2012 season, the Connecticut Dressage Association has begun an active campaign to solicit advertising and prize list space in our 2012 OMNIBUS publication. This publication will help you publicize your farm and/or business and any event(s) you may have planned for 2012.

How about using this opportunity to take out a "personal ad" in OMNIBUS? You can show your support for CDA with a message of your choice (Example: "Good Luck to all CDA members throughout the 2012 season"). We offer a variety of advertising space sizes to accommodate your needs.

In early March 2012, CDA will be mailing the OMNIBUS to our current members who represent 250 dressage enthusiasts residing and competing in Connecticut, Massachusetts and New York. Our publication is also made available to other USDF group member organizations throughout the country.

If you or your facility is involved in organizing dressage schooling shows you will benefit from placing your 2012 prize list in the CDA OMNIBUS. Our members are always looking for alternate schooling shows throughout the state where they can compete and earn enough scores to participate in CDA's annual Year-End Awards Program.

Since CDA is a not-for profit organization, we look forward to your support to help defray the cost of printing and distributing this important publication. If you advertised with us in 2008, you may repeat your ad from last year or submit a new one.

We urge you to make copies of this letter and pass them along to businesses, merchants and individuals you feel may benefit by ad space in our OMNIBUS. **Early Bird Special Rates** apply when you respond prior to December 25, 2011. See rates described below.

We look forward to helping you advertise your "message" to the equestrian community and we welcome you to our circle of CDA friends and supporters.

Thank you for your support,

John Gordon

❖ **Please follow the instructions below for formatting your ad:**

- Full page size: 5.5 x 8.5 (Margins - top and bottom = 0.5, left and right = 0.6)
- Half page size: 5.5 x 4.25 (Margins - top and bottom = 0.5, left and right = 0.6)
- Business card size: standard size
- Please send 2 camera-ready copies of your advertisement.
- You may also submit your ad on disk by mailing it to the address below or by email to Omnibus@ctdressageassoc.org

❖ **EARLY BIRD SPECIAL:** Ads postmarked before December 25, 2011 will receive a 10% discount.

❖ **FINAL SUBMISSION DEADLINE:** postmarked before January 15, 2012

Please complete the form below, make out your check to CDA and mail both to the following address:

CDA OMNIBUS
 C/O John Gordon
 24 Darren Court
 Waterbury, CT 06708
 Phone: 203-573-0919
 Email: Omnibus@ctdressageassoc.org

-----Cut here and mail-----

Name: _____ CDA member: _____ Yes _____ No

Street: _____

City, State and Zip: _____

Phone: _____ Fax: _____ Email: _____

___ I would like to repeat my 2010 advertisement with no changes.

___ I am submitting a new camera ready: ___ Advertisement ___ Prize list ___ Business card ___ Personal Ad

___ I am enclosing my ad on disk.

___ I am sending an email attachment.

CDA OMNIBUS advertising rates prior to 12-25-11

CDA OMNIBUS advertising rates after 12-25-11

- ___ Full page ad Early Bird Special \$90
- ___ Half page ad Early Bird Special \$45
- ___ Business card size ad Early Bird Special \$22

- ___ Full page ad \$100
- ___ Half page ad \$50
- ___ Business card size ad \$25