



# Georgia Dressage & Combined Training Association

## Annual Advertising Package

Dear Advertiser:

The Georgia Dressage & Combined Training Association, Inc. is a non-profit, 501(c)(3) educational organization dedicated to the Olympic equestrian disciplines of Dressage and Eventing. Our purpose is to further the art of classical dressage and eventing. As a Group Member of the United States Dressage Federation, GDCTA provides individual membership in USDF. In addition, GDCTA is an affiliate member of the United States Eventing Association.

The organization was founded in 1974 when a handful of dressage enthusiasts banded together to promote the equestrian sports. The membership continues to grow each year with almost 700 members for 2009. Members range from occasional riders to Olympians and United States Equestrian Team competitors. Shows and events held each year draw riders throughout the Southeast.

In an effort to offer a cost effective, convenient means of promoting products and services to the membership, GDCTA has developed an Annual Advertising Package. The package includes:

**GDCTA Membership Directory:** The membership directory is an address and phone number listing of all members in good standing. The directory also contains the GDCTA bylaws and a copy of the awards program. Members frequently refer to the directory throughout the year for contact information with other members and rules or regulation clarifications. GDCTA currently prints 700 membership directories each year. **Minimum number of advertisements required for Ad Package Discount - one (1)**

**GDCTA Newsletter - Collected Remarks:** The GDCTA newsletter is a monthly publication designed to keep the membership up to date regarding the many sponsored/recognized activities. The Calendar of Events is the most current source of information many members have when they plan their equestrian schedule. *Collected Remarks* features regular columns written by board members as well as submissions from the membership-at-large. GDCTA currently prints 750 newsletters that are mailed the first week of each month. **Minimum number of advertisements required for Ad Package Discount - ten (10)**

**GDCTA Show Programs:** GDCTA organizes at least two recognized dressage shows each year. The Greater Atlanta Dressage Southern was first held in 1974. The "Southern" has since turned into an annual spring event in Georgia, drawing riders from all over the Southeast to compete under nationally and internationally recognized judges. A second nationally recognized competition, The Atlanta Fall National Dressage Show, is held in the autumn each year. Some years it's USEF/USDF recognized and others it's a schooling show. Beginning in 2007, GDCTA is hosting a breed show weekend in September—The Southern Hospitality Dressage Breeders' Classic I & II. GDCTA typically prints 200 programs that contain the schedule for each class, names of competing riders, names of competing horses and their owners. **Minimum number of advertisements required for package discount - two (2)**

Marketing products and services through the GDCTA is very focused. The target audience uses the organization's publications as current sources of information throughout the year. The combination of annual publications (Membership Directory), semi-annual show programs and the monthly newsletter offer continuous exposure and name recognition. The primary benefit the Annual Ad Package offers is cost savings. A flat **25% discount** is applied to the total cost of advertisements selected. For as little as **\$218**, your business card advertisement will appear in 13 publications to be viewed by hundreds of equestrians in Georgia and the Southeast. An advertiser electing to place full-page ads for 10 issues plus the other publications as required by the Ad Package would realize savings of **more than \$450.00**. These savings are available without sacrificing flexibility. By selecting the size of ad copy early, your space is reserved in every issue. The actual copy simply needs to be received by the individual publication deadline. This allows the ability to change or update content and present timely information. Current publication deadlines are:

### 2010 Membership Directory

The Greater Atlanta Dressage Southern Program

Southern Hospitality Dressage Breeders' Classic I&II Program

Atlanta National Fall Halloween Schooling Dressage/CT Program

GDCTA Newsletter -- *Collected Remarks*

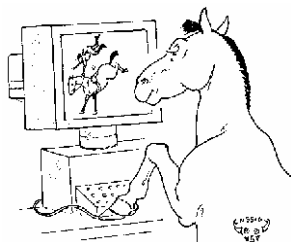
March 31, 2010

March 12, 2010

August 31, 2010

October 1, 2010

the 10<sup>th</sup> of each month



Annual advertisers will receive a copy of each publication and will be notified of other promotional opportunities when available. To sign up for the GDCTA Annual Ad Package, simply complete the worksheet on the back and send a copy along with a check payable to **GDCTA** to the address listed. You will receive a prompt conformation of your order as well as a list of contacts responsible for each publication. This allows for your ad copy to be tailored to each production.

*Should you decide to advertise on an occasional basis, keep this rate sheet for your future reference. Thank you for your interest in advertising with GDCTA.*

Visit us online at [www.gdcta.org](http://www.gdcta.org)!

# GDCTA Advertising Rates:

## Collected Remarks *Newsletter*

Newsletter size is 8 ½" x 11" / Editor: Don Faso 770-921-3848 / donfaso@comcast.net

Type	Size	Cost Per Issue	B/W	Color
Full Page	7.5" x 10"		\$150	\$275
Half Page - (Horizontal)	7.5" x 4.75"		\$95	\$180
Quarter Page	3.5" x 4.75"		\$45	\$90
Business Card	3.75" x 2.25"		\$20	\$40
Classified	30 words		\$5	N/A
Picture Classified 2"x2"	30 words		\$30	\$50
Scanning	per image		\$20 (payable to editor)	
Ad Composition	per hour		\$60 (payable to editor)	

## 2010 Membership Directory

Directory size is 5" x 8 1/2" vertical with spiral binding / Editor: Don Faso 770-921-3848 / donfaso@comcast.net

Type	Size	Cost
Full Page	4.75" x 7.25"	\$150
Half Page - (vertical)	4.75" x 4"	\$75
Business Card (horizontal)	3.75" x 2.25"	\$30
Inside Front Cover	4.75" x 7.25"	\$250
Inside Back Cover	4.75" x 7.25"	\$250
Outside Back Cover	4.75" x 7.25"	\$350
Scanning	per image	\$20 (payable to editor)
Ad Composition	per hour	\$60 (payable to editor)

## Awards Gala Program

Program size is 5" x 8 1/2" vertical / Editor: June Brewer 770-975-1050 / gdctaenews@aol.com

Type	Size	Cost
Full Page	4.75" x 7.25"	\$60
Half Page	3.5" x 4.75"	\$35
Scanning	per image	\$20 (payable to editor)
Ad Composition	per hour	\$60 (payable to editor)

## Horse Show Programs

Show program size is 8 ½" x 11"

Type	Size	Cost Per Program
Full Page	7.5" x 10"	\$100
Half Page - (Horizontal)	7.5" x 4.75"	\$75
Quarter Page	3.5" x 4.75"	\$50
Business Card	3.75" x 2.25"	\$30
Classified	30 words	\$10
Inside Front Cover	7.5" x 10"	\$125
Inside Back Cover	7.5" x 10"	\$125
Outside Back Cover	7.5" x 10"	\$150
Scanning	per image	\$20 (payable to editor)
Ad Composition	per hour	\$60 (payable to editor)

## Save 25% with the GDCTA Annual Ad Package!

The GDCTA Annual Ad Package covers just about everything we print and can be applied to any of the display ad sizes. To take advantage of this money-saving package, fill out the following worksheet and send both worksheet and your camera ready/in type copy to the editor ([donfaso@comcast.net](mailto:donfaso@comcast.net)) of Collected Remarks. Ad specs are available at GDCTA.org by clicking on "Newsletter & Ad Info". The deadline for the newsletter is the 10th of every month. Payment must be received prior to the deadlines. Multiple issue discounts apply only to ads prepaid in full.

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# Annual Advertising Package Worksheet

## GDCTA Membership Directory

Type	Size	Price	Quantity	Cost
Outside Back Cover	4 3/4 X 7 1/4	\$ 350.00	_____	\$ _____
Inside Covers	4 3/4 X 7 1/4	\$ 250.00	_____	\$ _____
Full Page	4 3/4 X 7 1/4	\$ 150.00	_____	\$ _____
Half Page	4 3/4 X 3 5/8	\$ 75.00	_____	\$ _____
Business Card	2 1/4 X 3 3/4	\$ 30.00	_____	\$ _____
(1 min)				
TOTAL MEMBERSHIP DIRECTORY				\$ _____

## Collected Remarks - GDCTA Newsletter

Type	Size	Price	Color	Quantity	Cost
Full Page	7 1/2 X 10	\$ 150.00	\$275.00	_____	\$ _____
Half Page Horiz.	7 1/2 X 4 3/4	\$ 95.00	\$180.00	_____	\$ _____
Quarter Page	3 1/2 X 4 3/4	\$ 45.00	\$ 90.00	_____	\$ _____
Business Card	2 1/4 X 3 3/4	\$ 20.00	\$ 40.00	_____	\$ _____
(10 min)					
TOTAL COLLECTED REMARKS				\$ _____	

## GDCTA Show Programs (Please check the ones in which you are placing ads)

- Greater Atlanta Dressage Southern (April)
- Southern Hospitality Breeders Classic I&II (September)
- Atlanta Fall National Dressage & CT Halloween Schooling Show (October)

Type	Size	Price	Quantity	Cost
Back Cover	7 1/2 X 10	\$ 150.00	_____	\$ _____
Inside Covers	7 1/2 X 10	\$ 125.00	_____	\$ _____
Full Page	7 1/2 X 10	\$ 100.00	_____	\$ _____
Half Page	7 1/2 X 4 3/4	\$ 75.00	_____	\$ _____
Quarter Page	3 1/2 X 4 3/4	\$ 50.00	_____	\$ _____
Business Card	2 1/4 X 3 3/4	\$ 30.00	_____	\$ _____
(2 Min.)				
Total Show Programs				\$ _____

## Awards Gala Program

Type	Size	Price	Quantity	Cost
Full Page	4 3/4 X 7 1/4	\$ 60.00	_____	\$ _____
Half Page	4 3/4 X 3 5/8	\$ 35.00	_____	\$ _____
(not required for Ad Package Discount)				
TOTAL Awards Gala Program				\$ _____

GDCTA Membership Directory Total	\$ _____
Collected Remarks Total	\$ _____
Show Programs Total	\$ _____
Awards Gala Program	\$ _____
Advertising Package Sub-total	\$ _____

less 25 % Discount (Sub-total X .25) \$ \_\_\_\_\_

**TOTAL COST-GDCTA Advertising Package** \$ \_\_\_\_\_

Make check payable to GDCTA  
 Mail to: Don Faso, 445 Bruce Way, Lilburn GA 30047

Advertiser name _____	Contact Person _____
Address _____	Phone Number _____
_____	Fax Number _____
_____	e-mail address _____
_____	