



Omnibus Prize List



Doreen Quintiliani • NEDAOPPL@qualitygraphicsinc.com
OPL PUBLISHERS • 978-257-4927
21 WHITNEY ROAD • SHIRLEY, MASSACHUSETTS 01464

To Companies and Organizations Serving the Dressage Community

The Omnibus Prize List is now accepting ads for the 2016 publication.


Now in its thirty-ninth year of publication, the Omnibus Prize List contains information vital to all dressage competitors. It is a reference manual for competition listings, USEF Rules, USEF Dressage Tests and FEI Tests. Equally important to members of the dressage community are the advertisements which directly service their needs and interests.

Approximately 2,000 copies of the Omnibus Prize List will be mailed on March 1, 2016 to show officials, competition managers, competitors and members of The New England Dressage Association.

If you are interested in placing an ad with us, please read the enclosed information carefully and return the enclosed insertion order by **October 16, 2015 for custom artwork and layout, and by November 6, 2015 for print ready PDF ads**(Please see insertion order for details.)

NOTE: For photos of riders on horseback, the rider must be wearing properly fastened (SEI approved) protective headgear except in the case of adult CDI riders. CDI riders may wear the above mentioned headgear or a top hat, as appropriate. NEDA will not allow any photos of riders with their hats off, while mounted.

If you have any further questions, please don't hesitate to contact me. Thank you for your consideration. I look forward to hearing from you and to receiving your order.


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INSERTION ORDER MUST BE RETURNED BY:
ADS REQUIRING CUSTOM ARTWORK — OCTOBER 16, 2015
ELECTRONIC ADS — NOVEMBER 6, 2015

Size of ad (Please check one)

- | | | |
|--|--|---|
| <input type="checkbox"/> Full Page @ \$265 | <input type="checkbox"/> Quarter Page @ \$110 | <input type="checkbox"/> Inside Front Cover \$515 |
| <input type="checkbox"/> Half Page @ \$170 | <input type="checkbox"/> Two Page Spread @ \$455 | <input type="checkbox"/> Inside Back Cover \$515 |
| | <input type="checkbox"/> Schooling Show or Clinic
Two Line Listing @ \$55 (See
Attached Information) | <input type="checkbox"/> Back Outside Cover \$630 |

Ad being submitted for insertion is: (Please check one)

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> Print Ready* | <input type="checkbox"/> To be prepared by OPL Publishers** | <input type="checkbox"/> Repeat 2015 Ad |
|---------------------------------------|---|---|

*Please read the enclosed artwork guidelines.

**Please read the enclosed artwork guidelines for additional charges. Use the enclosed form for your layout.

Please complete (print or type)

Advertising insertion authorized by _____

Company or Organization _____

Address _____

City _____ State _____ Zip _____ Phone _____

Email _____ Fax _____

Cell _____

ALL INSERTION ORDERS MUST BE ACCOMPANIED BY FULL PAYMENT.

(Insertion orders received without payment will be returned.)

Please make checks payable to OPL Publishers.

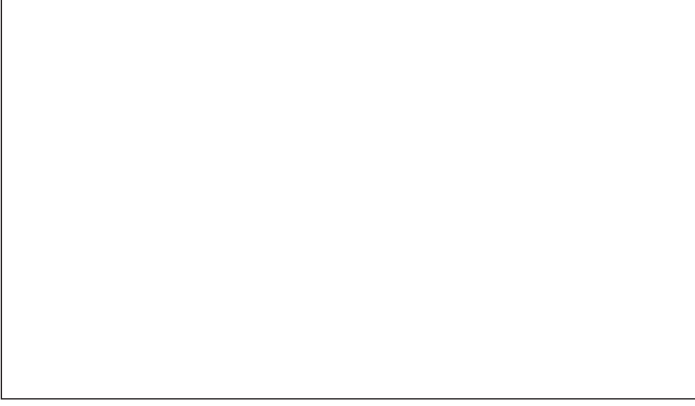
Please complete the following:

Ad Size _____ @ \$ _____

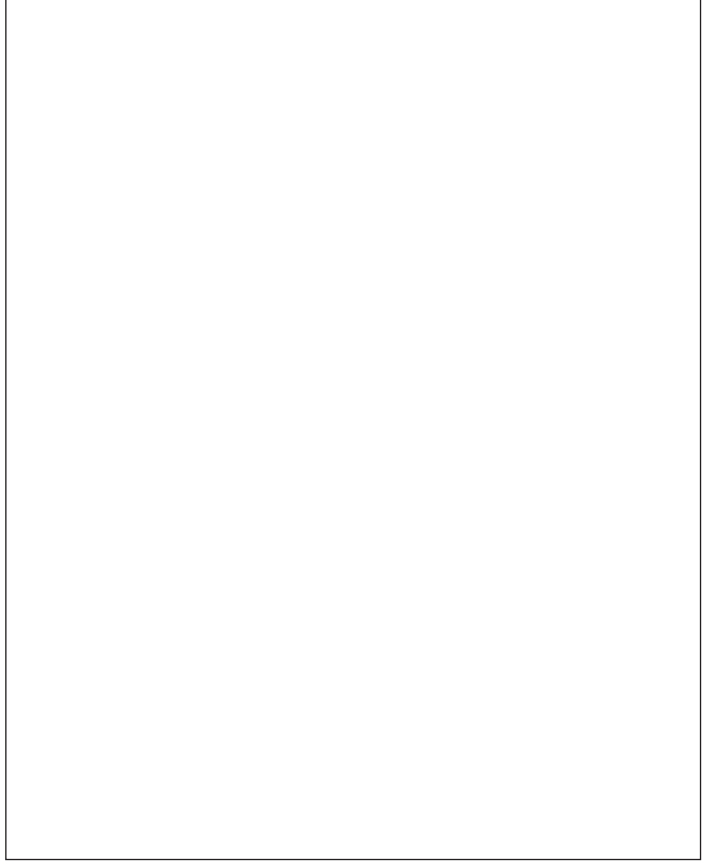
Additional charges for ad to
be prepared by OPL Publishers \$ _____

Total Amount Enclosed \$ _____

QUARTER PAGE AD
2-1/8" WIDE x 3-5/8" HIGH



HALF PAGE AD
4-1/2" WIDE x 3-5/8" HIGH



FULL PAGE AD
4-1/2" WIDE x
7-1/2" HIGH



SCHOOLING SHOW & CLINIC ADVERTISING

There will be a Schooling Show and Clinic section in the Omnibus Prize List along with an index of all Schooling Shows and Clinics listed in chronological order. You may advertise your Schooling Show or Clinic as a standard ad or as a two line listing. See examples below.

Sample Line Listing - \$55

June 4, *PODA Schooling, Acton, MA*: Jean, 777-842-1111

Judges: Martha Jones, Paul Brook

August 17, *Speed Hill Farm Clinic, Acton, MA*: Peg, 888-888-8888

Clinician: Pearl Bailey, Show Prep

Sample Display Ad - 1/2 Page - see insertion order for rates



LOGO

Free Gate Farm
29 Longmeadow Road
Greenbrush, Massachusetts 00000
telephone: xxx-xxx-xxxx • Fax: xxx-xxx-xxxx

Schooling Shows

April 10 - Martha Jones	June 20 - John Jones
May 29 - Pearl Baily	September 12 - Paul Brook

All shows on Sunday, closing date 10 days prior to show date. Class List - TR level -4th Level- consecutive numbers - TR 1 is Class 1 etc. Specify Open, JrYr or AA. \$30 per class. Mail to farm attention Show Secretary, Paula Person.

Direction: From Rt. 128 - Exit 12 etc... xxxxx xx x x xxxxx x xxxxx xxxxxxxx
xxxxxxxxxxx x x x xxxxx xxxxxxx xxxxx xxxxxxx xxxxxx.



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ARTWORK GUIDELINES

ELECTRONIC FILE SUBMISSION- Email to oplpublishers@verizon.net

Files should be high quality, at least 300ppi or higher resolution, and at the size to be printed.

PREFERRED FORMAT: High Resolution Print Ready PDF

ACCEPTED FORMATS: InDesign, Illustrator, Photoshop, Quark, Word, Publisher

For InDesign and Quark Files please be sure to include all native graphic files, photo files, fonts, and a hard copy print or PDF of the final file. For Publisher files please “Pack & Go” to take to a “Commercial Printer”. Please “zip” or “stuff” folders before emailing.

ADS TO BE PREPARED BY OPL PUBLISHERS

Advertisers who are unable to submit an electronic file may have their ad prepared by OPL Publishers. The cost for set up as follows:

Full Page Ad – \$100

Half Page Ad - \$80

Quarter Page Ad - \$65

All above prices are in addition to the cost of your advertising space.

To have your ad prepared by OPL Publishers, please follow the guidelines listed below.

- 1) You may submit a rough layout of how you would like the ad to appear.
(Use the reverse side of the insertion order form.)
- 2) Submit text matter as a word file or rich text file.
- 3) Logos, illustrations, maps, etc. to appear in ad should be a high resolution JPG, EPS, or PDF file.
- 4) Photographs should be a high resolution TIF or JPG file.

A PDF proof of your prepared ad will be emailed for your approval.