



# MEDIA KIT 2024





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## OUR MISSION

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The Rocky Mountain Dressage Society exists to maintain a high standard of accomplishment in the region through educational support in Dressage. As a USDF Group Member Organization, RMDS is dedicated to providing educational programs to encourage quality horsemanship and horse welfare throughout our membership.

Formed in 1971 and incorporated in 1977, RMDS supports the sport of dressage in the Rocky Mountain region with Chapters in Colorado and Wyoming, and members in Colorado, Wyoming, New Mexico, California, Illinois, Michigan, Missouri, Montana, Nebraska, Nevada, Texas, and Utah.

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# OUR AUDIENCE

## RMDS REACH & INFLUENCE

### WEBSITE

10,046 Users with  
21,025 sessions, and  
67,729 pageviews

### FACEBOOK

We had 2,422 Facebook followers between January 1st and June 30, 2023, and in that time frame, our Facebook posts reached 17,685 users.

### INSTAGRAM

231 followers and growing

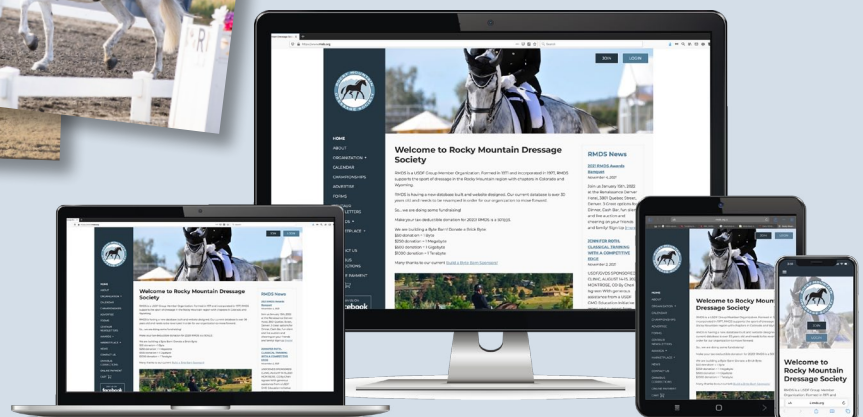
### EMAILS

619 Email subscribers to our monthly newsletter

**Partner with one of the largest equestrian organizations in the Rocky Mountain region.**

The Rocky Mountain Dressage Society is one of the largest equestrian organizations in region with over 700 members. We have many advertising opportunities available throughout the year, and look forward to partnering with you and your business in 2024.

Our website, email blasts, monthly e-newsletter publications, print publications, and Year-End Championship show reach an audience that is spread all over the state, Rocky Mountain region, and country.





# RMDS DIGITAL

## FILE SPECIFICATIONS

We accept JPG or PNG files.

Files must conform to existing pixel dimensions.

Ads submitted at the wrong size will be resized or bordered at the advertiser's expense.

### Want help?

Contact the central office for suggestions of professionals who can assist you.  
rmds@rmds.org | 720.890.7825

## NOTE FOR ALL ADVERTISING

Because of the implicit connection to RMDS, we reserve the rights to: refuse any ad, edit ad content, and or, limit the number of ads displayed at any one time.

Pay online at [www.rmds.org](http://www.rmds.org)

or mail check to:

Beth Geier  
RMDS Central Office Manager  
2942 Park Lake Drive  
Boulder, CO 80301

## Website | Classifieds | e-Newsletter | Email

### RMDS WEBSITE MARKETPLACE

Our website marketplace receives 350 visits per month on average (4,200 visits per year). Don't miss the opportunity to expand your client base and gain recognition.

Ideal for events, trainers, instructors and equine-related businesses. Exposure to the Rocky Mountain dressage community and beyond.

Online Ad Size: 1200(w) x 450(h) pixels. Include click through url  
One year contract. \$75 for members. \$125 for non-members. If your ad is for an event, we will remove the ad after the event date has passed.

If you do not want to have a graphic ad, you can still be listed on our site! Just send us your contact info and a description and we can list you as text only!

### ONLINE CLASSIFIED LISTING

Please limit content of the ad to 20 words. Text only classified listings are free to RMDS members. \$20 to include a photo. \$20 per month for non-members, \$40 with a photo.

### E-NEWSLETTER

Click through ad that can link to any url page or document on your website. Over 600 active members with 63% of those subscribers engaging regularly with the newsletter. Published monthly. Space limited to a total of (3) ads per month.

Half-Page Ad 600 x 300 - \$80 monthly (Limited to 1 per month)  
Square 250 x 250 - \$50 monthly (Limited to 2 per month)

### EMAIL BLAST

Perfect for equine-related announcement of horse sales, coming events, equine facilities, businesses, products and services. Includes full-color photo and text emailed to every RMDS member from RMDS Central Office. 1,178 Email subscribers with 80% of those subscribers being highly engaged with the emails they receive.

\$60 per blast for members. \$105 for non-members.



# RMDS MAGAZINE

## FILE SPECIFICATIONS

All artwork must be provided in electronic format of CMYK, Hi-Res (300dpi) TIFF, JPEG, EPS, or print-optimized PDF

All artwork must conform to specified ad sizes.

Ads submitted at the wrong size will be resized or bordered at the advertiser's expense.

### Want help?

Contact the central office for suggestions of professionals who can assist you.  
rmds@rmds.org | 720.890.7825

## BORDERS AND BLEEDS

Full page ads can include a bleed at no additional cost.

Fractional ads do not bleed. All fractional ads must be bordered or have an edge defined by design elements. Publisher will re-border or re-size ads that do not adhere to our dimensions at the advertiser's expense. Full-page that wish to have a bleed, must include a 1/8" bleed on all sides.

## NOTE FOR ALL ADVERTISING

Because of the implicit connection to RMDS, we reserve the rights to; refuse any ad, edit ad content, and or, limit the number of ads displayed at any one time.

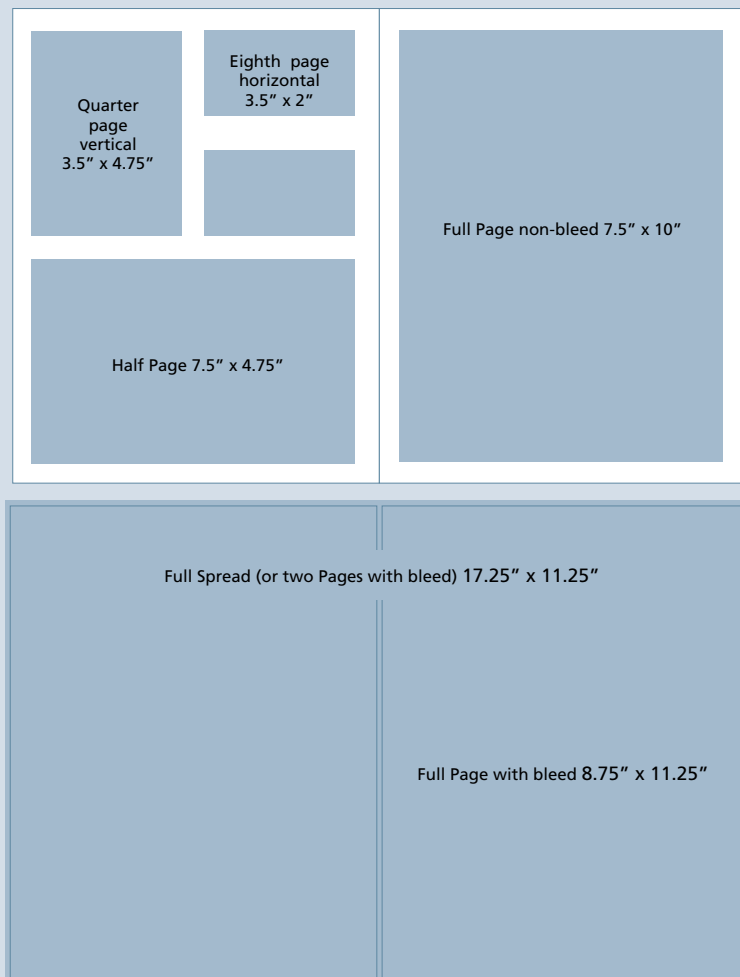
Pay online at [www.rmds.org](http://www.rmds.org)

or mail check to:

Beth Geier  
RMDS Central Office Manager  
2942 Park Lake Drive  
Boulder, CO 80301

## Omnibus Edition | Ad Sizes and Specifications

We mail out hundreds of copies of our print publications, each to a targeted customer of yours based on the demographics we shared earlier. These are serious riders and horse owners who are looking for you! Plus, your ads help support our organization, our publications and our outreach! Advertise your business, service, product, event, facility, stallion, horse for sale, or use your ad to thank or congratulate your barn, trainer, friend or horse!





# RMDS MAGAZINE

## Omnibus Edition | Ad Rates

### NOTE ABOUT PRIZELISTS

RMDS recognizes the important role of our local horseshows and how these events, operating on tight budgets, are in integral part of the ecosystem in which RMDS thrives. To put that gratitude and recognition into action, RMDS is offering a price break to advertisers of horseshows. This is the reason for the horseshow special rate column to the right.

In addition, as our most **budget conscious option**, RMDS will format horseshow information for \$150 / per page. All horseshows are welcome to advertise with this option, just list your dates and high level, pertinent information as text in Microsoft Word or in an email, and we will format your page for you, and send you a proof to review. To be clear, this is not a full color ad with photos and graphics, if you want that option, you must purchase an ad. This option is simply text in the style of the RMDS Magazine. (Please see page 58 of the 2023 RMDS magazine as an example of this, or for an example of a show ad, see page 59 of the 2023 RMDS Magazine.)

Finally RMDS is proud to offer **one page of prize list info free to RMDS Chapters**. Additional pages are \$150 / per page. just list your dates and high level, pertinent information as text in Microsoft Word or in an email, and we will format your page for you, and send you a proof to review.

Pay online at [www.rmids.org](http://www.rmids.org)

or mail check to:

Beth Geier  
 RMDS Central Office Manager  
 2942 Park Lake Drive  
 Boulder, CO 80301

RMDS is grateful for all of our advertisers! Your support makes what we do through RMDS possible!

PRINT			
RMDS Magazine   Omnibus Edition			
All ads are full color. Sizes are width x height, see diagram on page 6 for visual reference			
Publication Size	8.5" x 11"	Non-horseshow ads	Horseshow ads
Back Cover (includes bleed)	8.75" x 11.25"	\$550	\$500
Inside front Cover (includes bleed)	8.75" x 11.25"	\$440	\$400
Inside back Cover (includes bleed)	8.75" x 11.25"	\$440	\$400
Full Page (includes bleed)	8.75" x 11.25"	\$330	\$300
Full Spread (or 2 Pages side-by-side, includes bleed)	17.25" x 11.25"	\$660	\$600
Full Page (non-bleed)	7.5" x 10"	\$330	\$300
Half Page	7.5" x 4.75"	\$165	\$150
Quarter page vertical	3.5" x 4.75"	\$85	\$75
Eighth page horizontal	3.5" x 2"	\$40	\$35
Directory of Services / Resource Guide	\$30 (text only)	2 lines/name + 10 words	

RMDS Formatted, Text Only, Prizelist Ads		
One page, text only	8.5" x 11	\$150

**Open date** for reserving placement/payment: November 20, 2023. Open season for ad placement begins at 12:01am on November 20, if you want to be first in, stay up late and use the PayPal option on the RMDS website to reserve your spot! **Close date** or deadline for ad submission: January 1, 2024. All ads are sold on a first check in, first served basis. No exceptions. There will be a **\$25.00 Fee** (per change) for any changes to ads after they have been submitted.



# RMDS MAGAZINE

## SPECIFIC APPLICATION GUIDELINES

### InDesign and QuarkXPress

Create a PDF/X-1a file. PDF/X-1a files must be distilled with Acrobat Distiller or exported from InDesign.

### Illustrator

Save the file as a PDF/X-1a. You can convert the type to outlines before creating a PDF/X-1a. If you choose not to convert the type to outlines, the fonts will be embedded as part of the PDF/X-1a process. Either option is acceptable.

### Photoshop

Save the file as a PDF/X-1a or as a flattened TIFF, or high resolution JPG. Always construct your ad at 300 dpi. To preserve text quality, do not resize your ad after the layers have been flattened. Also, do not resize the text layer if you render the type before flattening the layers. Rendering type changes fonts from vectors to pixels. Pixel-based fonts may look clear on your screen when you resize them, but they can appear blurry when printed.

### Microsoft Word and Publisher

We do not accept files created in Word or Publisher. They are not suitable for professional magazine printing.

### Want help?

Contact the central office for suggestions of professionals who can assist you.  
rmds@rmds.org | 720.890.7825

## Omnibus Edition | Ad Guidelines

### GENERAL GUIDELINES

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards, and specifications.

Before preparing your ad, ensure that all graphic elements are in CMYK, grayscale, or bitmap mode. Photographic images should be 300 dpi (dots per inch). Line art should be 1200 dpi. Do not use images downloaded from the Internet as these often have a resolution of 72 dpi or 100 dpi, which isn't appropriate for print. Use CMYK mode (not RGB) for color ads.

We accept the following formats: Print optimized PDF, TIFF, high resolution JPG. When creating a PDF, make sure all fonts are embedded, outlined, or flattened and all images are linked. If you are submitting a full-page ad make sure you include a 1/8" bleed on all sides.

Ads submitted that do not conform to our sizes, specifications and requirements will incur charges to fix the file.





# RMDS ADVERTISING

## At-a-Glance

PRINT			
RMDS Magazine   Omnibus Edition			
Sizes are width x height, see diagram on page 6 for visual reference			
Publication Size	8.5" x 11"	Non-horseshow ads	Horseshow ads
Back Cover (includes bleed)	8.75" x 11.25"	\$550	\$500
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Quarter page vertical	3.5" x 4.75"	\$85	\$75
Eighth page horizontal	3.5" x 2"	\$40	\$35
Directory of Services / Resource Guide	\$30 (text only)	2 lines/name + 10 words	

DIGITAL		
Email Blasts - each		\$60/members, \$105/non-members
e-Newsletter click through	Half-Page Ad 600 x 300 Square 250 x 250	\$80/month (Limited to 1 per month) \$50 month (Limited to 2 per month)
Website Marketplace - one year contract	1200(w) x 450(h) pixels	\$60/members, \$105/non-members
Classified Listing	20 words, photo ad- ditional	20 words free for members \$20/mo non-members and +\$20 to include a photo



# RMDS ADVERTISING

## Contract

You do NOT need to fill this out and return it if you choose to pay by PayPal on the RMDS website, but please indicate what you are buying if you do.

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Publication(s):

RMDS Magazine | Omnibus Edition

Website Marketplace  e-Newsletter Click Through  Email Blast  Classified Listing

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Payment Method: Check Enclosed \$ \_\_\_\_\_ PayPal

Payments and copy of contract should be sent to:

RMDS Central Office, Attn: Beth Geier, RMDS Central Office Manager  
2942 Park Lake Drive, Boulder, CO 80301

Advertiser: I understand that all payments are due upon submission of artwork (single insertions).

Yearly contracts may change artwork from month to month, but must be received by the deadline.

Artwork email addresses and phone numbers:

RMDS Digital: [rmds@rmds.org](mailto:rmds@rmds.org) Central Office 720-890-7825

RMDS Magazine: [rmds@rmds.org](mailto:rmds@rmds.org) Central Office 720-890-7825

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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