



MEDIA KIT 2021





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OUR MISSION

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, Wyoming, and New Mexico and members in Colorado, Wyoming, New Mexico, California, Illinois, Michigan, Missouri, Montana, Nebraska, Nevada, Texas, and Utah.



OUR AUDIENCE

RMDS REACH & INFLUENCE

WEBSITE

9,804 Users with
22,289 sessions, and
58,917 pageviews

FACEBOOK

1,685 Facebook Likes
and growing

TWITTER

1,682 impressions for 2019

EMAILS

1,178 Email subscribers with
80% of those subscribers
being highly engaged with
the emails they receive

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 600 members. We have many advertising opportunities available throughout the year, and look forward to partnering with you and your business in 2021.

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 Members are:

- Over 600 members strong across Colorado, the Rocky Mountain Region, and country.
- Active competitors, trainers, and clinic riders that travel across the region and utilize local hotels and restaurants.
- 65% of our members own 2 or more horses and 48% of our members board their horses.
- 92% own 2 or more vehicles, while 58% own 3 or more vehicles.
- 82% own at least 1 horse trailer.
- 68% live on acreage, and 32% live in a home in a suburban area.
- 61% have a household income of \$100,000 or greater.
- Many utilize services for their home, equine, vehicle and other conveniences and services.
- Many of our members are planning on making a large purchase within the next 12 months.



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

or mail check to:

RMDS Central Office,
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.

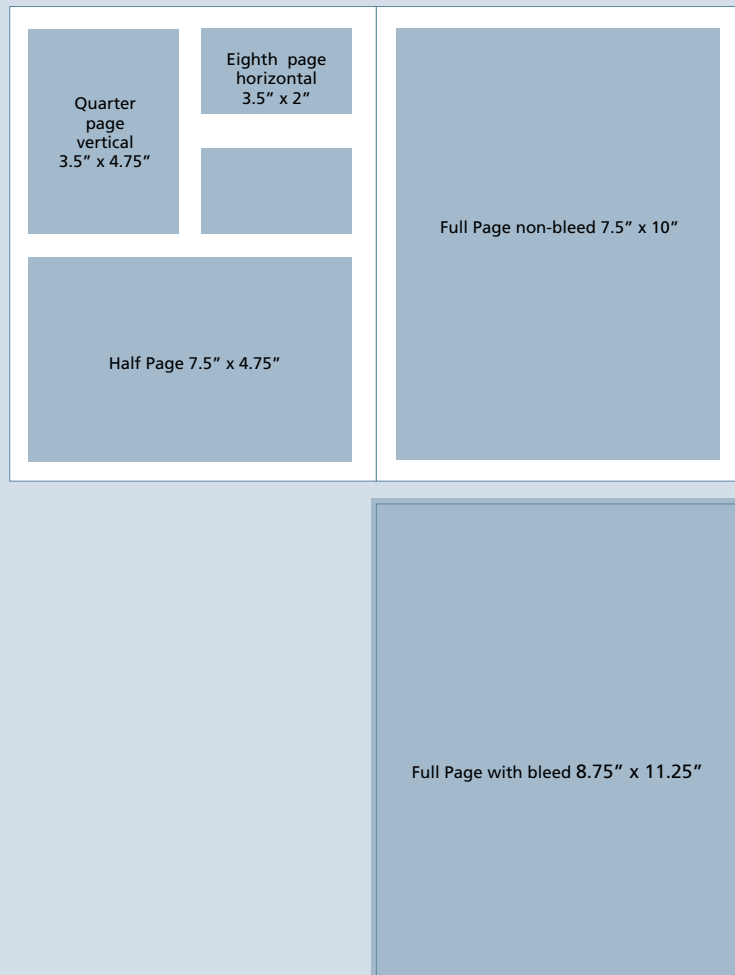
Pay online at www.rmds.org

or mail check to:

RMDS Central Office,
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

Pay online at www.rmids.org

or mail check to:

RMDS Central Office,
2942 Park Lake Drive,
Boulder, CO 80301

Omnibus Edition | Ad Rates

PRINT		
RMDS Magazine Omnibus Edition		
Publication Size	8.5" x 11"	All ads are full color
Back Cover (includes bleed)	8.75" x 11.25"	\$500
Inside front Cover (includes bleed)	8.75" x 11.25"	\$400
Inside back Cover (includes bleed)	8.75" x 11.25"	\$400
Full Page (includes bleed)	8.75" x 11.25"	\$300
Full Page (non-bleed)	7.5" x 10"	\$300
Half Page	7.5" x 4.75"	\$150
Quarter page vertical	3.5" x 4.75"	\$75
Eighth page horizontal	3.5" x 2"	\$35
Directory of Services / Resource Guide	\$30 (text only)	2 lines/name + 10 words

Open date for reserving placement/payment: November 20, 2020

Close date or deadline for ad submission: January 1, 2021

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		
Publication Size	8.5" x 11"	All ads are full color
Back Cover (includes bleed)	8.75" x 11.25"	\$500
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Inside back Cover (includes bleed)	8.75" x 11.25"	\$400
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Full Page (non-bleed)	7.5" x 10"	\$300
Half Page	7.5" x 4.75"	\$150
Quarter page vertical	3.5" x 4.75"	\$75
Eighth page horizontal	3.5" x 2"	\$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 additional	20 words free for members \$20/mo non-members and +\$20 to include a photo



RMDS ADVERTISING

Contract

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 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 Beth Geier 720-890-7825

RMDS Magazine: rmds@rmds.org Beth Geier 720-890-7825

Signature: _____

Date: _____

Print Name: _____