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@cadorainc



CADORA is a national grass roots organization which fosters and encourages interest and participation in dressage riding as a sport. Annual national member benefits include the Omnibus, an awards program, an e-newsletter and educational opportunities with a world-class clinician.

CADORA OMNIBUS

Each year, we publish and distribute the CADORA Omnibus, a coil bound booklet which contains the current Equestrian Canada/USEF, USDF and FEI dressage tests for all levels from Introductory through to Grand Prix. This publication is referred to throughout the calendar year, whether our members are showing or training. Our popular cover spots sell out quickly, however, we do have inside pages available to market your business. Purchase up to a 3-year term and enjoy considerable savings!

CURRENT OMNIBUS ADVERTISING RATES

LOCATION	TERM		
	1 YEAR	2 YEARS	3 YEARS
BACK COVER (OUTSIDE) colour	\$ 450.00	\$ 850.00	\$1,200.00
BACK COVER (INSIDE) colour	\$ 425.00	\$ 800.00	\$1,100.00
DOUBLE PAGE SPREAD (b/w)	\$ 400.00	\$ 750.00	\$1,000.00
FRONT COVER (INSIDE) colour	\$ 425.00	\$ 800.00	\$1,100.00
FULL PAGE (b/w)	\$ 275.00	\$ 500.00	\$ 725.00
HALF PAGE (b/w)	\$ 150.00	\$ 250.00	\$ 350.00
QUARTER PAGE (business card)	\$ 75.00	\$ 125.00	\$ 175.00

PLEASE NOTE:

All Omnibus advertisers receive a complimentary website link on our bi-monthly e-blast. Please supply your logo as RGB, 96 dpi jpg, minimum width of 500 pixels. Complimentary advertising on all promotional material for the two Stephen Clarke "Build A Better Dressage Horse" clinics being held.

OMNIBUS AD SIZES

COVER ADS

(To be supplied as CMYK, 300 dpi, pdf, tif, or jpg files with crop marks and bleeds)

Inside front, inside back, outside back 4.25" x 8.375"

Please supply a file that is 4.75" x 8.875" (this measurement includes 1/4" bleeds all sides)

Safe area is 3.375" x 7.875" from centre (No type or logo within 3/8" of the binding*)

INTERIOR PAGE ADS

(To be supplied as greyscale, 300 dpi, pdf, tif or jpgs)

Full Page: 3.375" x 7.5"

Half Page: 3.5" x 4"

Quarter Page (business card): 3.375" x 2"

Please note: Finished trim size is 4.25" x 8.375".

*Spiral binding requires 3/8" clearance from right margin if outside back or inside front cover, or left margin if inside back cover.

CADORA MEMBER PROFILE

- 92% are over the age of 20, with disposable income
- 90% are female
- Most are adult amateurs, however, we also have EC-certified coaches and officials
- Occupations include doctors, dentists, engineers, veterinarians, lawyers
- 46% live in western Canada, and 54% in central/eastern Canada
- 75% are also members of CADORA local groups



16	MAX	Change rein
X		Change lead through trot
17	A	Circle left 15m
18	F-R	Lengthen stride in center
19	R	Working center
20	HK	One loop maintaining the left lead
21	A	Working trot
FH1		Change rein, lengthen stride in trot
H		Working trot
22	BX	Half circle right 10m
C		Down centerline
G		Half circle

Items with A in file with Movement 5, 7, 10, 13 & 20 have coefficients of 2.

CADORA Omnibus 35

For more information, contact:

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Payment should be made to CADORA Inc. via cheque or money order.

Send to:

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Deadline for copy:
February 1 of current year

