

| Omnibus Advertisers      |   |  |                    |           |                    |              |                 |                 |          |             |               |                      |                 |   |
|--------------------------|---|--|--------------------|-----------|--------------------|--------------|-----------------|-----------------|----------|-------------|---------------|----------------------|-----------------|---|
| Contact Name             | Business Name                                     | Email  | Method             | Date      | Outside Back Cover | Inside Cover | Full Page Color | Full Page Bl/Wh | 1/2 page | Competition | Business Card | Professional Listing | Membership Page | Notes                                     |
| Pam Fowler Grace         | Sun and Shield Riding Club                        | <a href="mailto:jwgrace@hotmail.com">jwgrace@hotmail.com</a>                             | Ck 559 Ck 5768     | 8/10/2009 |                    |              | \$350           |                 |          |             |               |                      |                 |   |
| Sue Malone Casey         | Dressage Horizons                                 | <a href="mailto:dressagehorizons@aol.com">dressagehorizons@aol.com</a>                   | Ck 7457            | 8/14/2009 |                    | \$400        |                 |                 |          |             |               |                      |                 | Inside Front Cover                        |
| Anne Holdorf             | Sandspur Ranch and Sporthorse                     | <a href="mailto:raholdorf@aol.com">raholdorf@aol.com</a>                                 | Ck 16282           | 8/28/2009 |                    |              |                 |                 |          |             | \$80          | \$60                 |                 |   |
| Kathy Knappitsch         | Lime Ridge Farm                                   | <a href="mailto:kknappit@hotmail.com">kknappit@hotmail.com</a>                           | Ck 863             | 9/3/2009  |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Grace Harris             | Waterloo Dressage Inc.                            | <a href="mailto:grace@waterloodressage.net">grace@waterloodressage.net</a>               | Ck 1404            | 9/3/2009  |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Mimi Danko Burch         | Blue Moon Farm                                    | <a href="mailto:mimi7@valornet.com">mimi7@valornet.com</a>                               | Ck 4126            | 9/3/2009  |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Bess Reineman            | Cedar Tree Horse Farm                             | <a href="mailto:reinemanb@gmail.com">reinemanb@gmail.com</a>                             | Ck 10729           | 9/8/2009  |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Sherry Guess             |   | <a href="mailto:guessdrsg@aol.com">guessdrsg@aol.com</a>                                 | Ck 1964            | 9/8/2009  |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Jackie Nixon-Fulton      | Wild Oaks Ranch                                   | <a href="mailto:jackie@wild-oaks-ranch.com">jackie@wild-oaks-ranch.com</a>               | Ck 6868            | 9/8/2009  |                    |              | \$350           |                 |          |             |               |                      |                 |   |
| Edward Lavalley          | SWDC  | <a href="mailto:ejlava@sprynet.com">ejlava@sprynet.com</a>                               | Ck 5079            | 9/10/2009 |                    |              |                 |                 |          | \$390       |               |                      |                 |   |
| George Newton            | Newton Farm                                       | <a href="mailto:gnewton@bellsouth.net">gnewton@bellsouth.net</a>                         | Ck 2643            | 9/14/09   |                    |              |                 |                 | \$155    |             |               |                      |                 |   |
| A. Whit Watkins          | Sunrise Stable                                    | <a href="mailto:whitwatkins@hughes.net">whitwatkins@hughes.net</a>                       | Ck 1761            | 9/14/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Kim Thompson-Hoblit      | Grand Oaks Equestrian Center                      | <a href="mailto:jeffhoblit@yahoo.com">jeffhoblit@yahoo.com</a>                           | Ck 1438            | 9/14/09   |                    |              |                 |                 |          |             | \$80          | \$60                 |                 |   |
| Sharon Garner            | Garner Creek Farms                                | <a href="mailto:sharon@garner-es.com">sharon@garner-es.com</a>                           | Ck 2030            | 9/14/09   |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Pegge Kinslow            | Southern Comfort Farm                             | <a href="mailto:5cfpk@att.net">5cfpk@att.net</a>   | Ck 3722            | 9/14/09   |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Anne Kuhns               | 11th Annual Green Country Dressage Classic I & II | <a href="mailto:ajuhns@atlasok.com">ajuhns@atlasok.com</a>                               | Ck 3032            | 9/14/09   |                    |              |                 |                 |          | \$130       |               |                      |                 |   |
| Kathy Jones              | HDS - Winter Show I & II                          | <a href="mailto:kkj3156@sbcglobal.net">kkj3156@sbcglobal.net</a>                         | Ck 5983            | 9/15/09   |                    |              |                 |                 |          | \$650       |               |                      |                 |   |
| Carol Schmickrath        | Brookstone Farm                                   | <a href="mailto:brookstonefarm@aol.com">brookstonefarm@aol.com</a>                       | Ck 3406            | 9/15/09   |                    |              |                 | \$255           |          |             |               | \$60                 |                 |   |
| Christy Raisbeck         | Freestyle Farm                                    | <a href="mailto:trabour@aol.com">trabour@aol.com</a>                                     | Ck 5872            | 9/16/09   |                    |              |                 |                 |          |             |               | \$120                |                 |   |
| Anna Burtell FBHS        |   | <a href="mailto:burtellsg@juno.com">burtellsg@juno.com</a>                               | Ck 3191            | 9/17/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Stacia Wert-Gray         | Oklahoma Dressage Society                         | <a href="mailto:stgray@aol.com">stgray@aol.com</a>                                       | Ck 1813            | 9/17/2009 |                    |              |                 |                 |          | \$130       |               |                      |                 |   |
| Tess Wheat               | Wheat Dressage                                    | <a href="mailto:tess@austinwheats.net">tess@austinwheats.net</a>                         | Ck 2968            | 9/17/2009 |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Nancy Taylor             | Tex-Over Farms Inc                                | <a href="mailto:tex-over@consolidated.net">tex-over@consolidated.net</a>                 | Ck 117215          | 9/18/09   |                    |              | \$370           |                 |          |             |               |                      |                 | \$20 to Liz for Resizing                  |
| Barbara Lewis            | DDC - Lemonade Daze Dressage Shows I & II         | <a href="mailto:lewis_16881@msn.com">lewis_16881@msn.com</a>                             | Ck 2275            | 9/18/09   |                    |              |                 |                 |          | \$390       |               |                      |                 |   |
| Paige Peters - Windham   | Saddlebrook Equestrian Center                     | <a href="mailto:paige@saddlebrookcenter.com">paige@saddlebrookcenter.com</a>             | Ck 5116            | 9/18/09   |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Barbara Lewis            |   | <a href="mailto:lewis_16881@msn.com">lewis_16881@msn.com</a>                             | Ck 5597            | 9/18/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Amy Denny                | Timber Ghost Stables                              | <a href="mailto:info@timberghoststables.com">info@timberghoststables.com</a>             | Ck 1109            | 9/19/09   |                    |              | \$350           |                 |          |             |               |                      |                 |   |
| Ginni Cifelli            | Topsider Farm Dressage I                          | <a href="mailto:ginni@flash.net">ginni@flash.net</a>                                     | Ck 1239            | 9/19/09   |                    |              |                 |                 |          | \$320       |               |                      |                 |   |
| Lurena Bell              | Belle Terre                                       | <a href="mailto:bellterrehorse@gmail.com">bellterrehorse@gmail.com</a>                   | Ck 0980            | 9/19/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Donna Meyer              | On the Bit Farm                                   | <a href="mailto:donna@txcyber.com">donna@txcyber.com</a>                                 | Ck 1809            | 9/19/09   |                    |              |                 |                 |          |             | \$80          |                      |                 |   |
| Carole Smith             | Eloraleah   | <a href="mailto:ozark_cross_holsteiners@yahoo.com">ozark_cross_holsteiners@yahoo.com</a> | Ck 0608            | 9/19/09   |                    |              |                 |                 |          |             | \$80          |                      |                 |   |
| Vicky Busch              | Busch Sporthorses, LLC                            | <a href="mailto:vickybusch@charter.net">vickybusch@charter.net</a>                       | Ck 1467            | 9/22/09   |                    |              | \$350           |                 |          |             |               |                      |                 |   |
| Kai Handt                | North Texas Equestrian Center                     | <a href="mailto:info@uswarmblood.com">info@uswarmblood.com</a>                           | Ck 12437           | 9/22/09   | \$575              |              |                 |                 |          |             |               |                      |                 |   |
| Betsy Gosling            | Dressage Across the Lake                          | <a href="mailto:bozzi809@cox.net">bozzi809@cox.net</a>                                   | Ck 642             | 9/22/09   |                    |              |                 |                 |          | \$130       |               |                      |                 | \$25 late fee refund Before Oct. 1        |
| Jody Wilson              | Jody Wilson Dressage                              | <a href="mailto:jiwhalfhalt@msn.com">jiwhalfhalt@msn.com</a>                             | Ck 1139            | 9/23/09   |                    |              |                 |                 |          |             |               | \$110                |                 | \$50 Late fee refund Before Oct. 1        |
| Kendra Menzies Kent      | Caballo Ranch Sporthorses                         | <a href="mailto:kendra@hpnc.com">kendra@hpnc.com</a>                                     | Ck 4772<br>Ck 4783 | 9/24/09   |                    |              |                 | \$255           |          |             |               |                      |                 |   |
| Kitch Simpson            | Liberty Hill Farm                                 | <a href="mailto:kitch@libertyfarm.net">kitch@libertyfarm.net</a>                         | Ck 5320            | 9/24/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Stefanie Dwyer           |   | <a href="mailto:stefaniedwyer@gmail.com">stefaniedwyer@gmail.com</a>                     | Ck 1001            | 9/29/09   |                    |              |                 |                 | \$155    |             |               |                      |                 |   |
| Dr. Kylie Brkosich       | Performance Animal Chiropractic                   | <a href="mailto:kyliebrkosich@hotmail.com">kyliebrkosich@hotmail.com</a>                 | Ck 2026            | 9/30/09   |                    |              |                 |                 |          |             | \$80          |                      |                 |   |
| Rene Riddle              | Wrenwood Farm & Stables                           | <a href="mailto:wrenwood@wrenwoodstables.com">wrenwood@wrenwoodstables.com</a>           | Ck 3352            | 9/30/09   |                    |              |                 |                 |          |             |               | \$60                 |                 |   |
| Veronica Pederson        | Arabella Equestrian                               | <a href="mailto:arabellaequestrian@mac.com">arabellaequestrian@mac.com</a>               | Ck 3320            | 10/1/09   |                    |              |                 |                 |          |             | \$80          |                      |                 |   |
| Richard and Susan Howard | Reiterhof   | <a href="mailto:reiterhof@gmail.com">reiterhof@gmail.com</a>                             | Ck 1697 - Bess     | 10/20/09  |                    |              | \$510           |                 |          |             |               |                      |                 | Late Fees waived, Plus a discount.        |
| Ed Lavalley              | ADA San Antonio Spring Show                       | <a href="mailto:ejlava@sprynet.com">ejlava@sprynet.com</a>                               | Ck 1554            | 10/21/09  |                    |              |                 |                 |          | \$260       |               |                      |                 | ADA - waived.                             |
| Jan Colley               | CTDS Bluebonnet Classic I & II                    | <a href="mailto:jtcolley@aol.com">jtcolley@aol.com</a>                                   | Ck 2178            | 10/25/09  |                    |              |                 |                 |          | \$255       |               |                      |                 | \$125 Jan's late fee was waived?          |
| Carol Patty              | Capstone Saddlery                                 | <a href="mailto:contactus@capstonesaddlery.com">contactus@capstonesaddlery.com</a>       | Ck 1289            | 10/27/09  |                    |              |                 | \$480.00        |          |             |               |                      |                 | \$125 late fee. She over Paid by \$100    |
| Barbara Lewis            | DDC Membership Ad                                 | <a href="mailto:lewis_16881@msn.com">lewis_16881@msn.com</a>                             | Ck 2291            | 10/30/09  |                    |              |                 |                 |          |             |               |                      | \$200           | No late fees for Membership Pages.        |
| Stacia Wert-Gray         | 4th Annual Great Plains Championship              | <a href="mailto:gtgray@aol.com">gtgray@aol.com</a>                                       | Ck 36627           | 12/28/09  |                    |              |                 |                 |          | \$255       |               |                      |                 | \$125 Late Fee.                           |
| Jans Jurgen Boone        |   | <a href="mailto:hansboone@sbcglobal.net">hansboone@sbcglobal.net</a>                     | Bess has it.       |           |                    | \$600        |                 |                 |          |             |               |                      |                 | Inside Back Cover - \$125 Late fee \$5 wa |
| D'Anne Liljestrand       | Texas Horse Park                                  | <a href="mailto:danne@texasrosehorsepark.com">danne@texasrosehorsepark.com</a>           | Ck 7012            | 12/2/09   |                    |              |                 |                 |          | \$385       |               |                      |                 | \$125 late fee.                           |
| Fran Dearing             | Windy Knoll Summer Show I & II                    | <a href="mailto:franwkf@earthlink.net">franwkf@earthlink.net</a>                         | Ck 2849 - Bess     |           |                    |              |                 |                 |          | \$390       |               |                      |                 |   |
| Total                    |   |  |                    |           | \$575              | \$1,000      | \$2,280         | \$2,520         | \$310    | \$3,685     | \$480         | \$950                | \$200           | \$12,000                                  |

| Cost Analysis               |                   |           |              |             |  |
|-----------------------------|-------------------|-----------|--------------|-------------|--|
|                             | Cost              | Ad Income | Sales Income | Profit      |  |
| Cost per order of 200 books | <u>\$1,989.64</u> |           |              |             |  |
| Total Mailing Materials     | \$437.61          |           |              |             |  |
| Refunds                     | \$175.00          |           |              |             |  |
| Extra Work billed           | \$100.00          |           |              |             |  |
| Premium                     |                   | \$1,575   |              |             |  |
| Color ad                    |                   | \$2,280   |              |             |  |
| Black and White             |                   | \$2,520   |              |             |  |
| 1/2 Page                    |                   | \$310     |              |             |  |
| Competition ad              |                   | \$3,685   |              |             |  |
| Business Card               |                   | \$480     |              |             |  |
| Professional Listings       |                   | \$950     |              |             |  |
| Membership Pages            |                   | \$200     |              |             |  |
| Total Ad Revenue            |                   | \$12,000  |              |             |  |
| Total Sales Revenue         |                   |           | \$1,047      |             |  |
| Profit                      |                   |           |              | \$10,344.75 |  |

