

Media Guide

Advertising Opportunities



The American Driving Society, Inc.
Come Drive With Us!



A Brief History of The ADS

By Natasha Grigg, ADS Past President

The sport of carriage driving is thriving in our country. It is not a large sport like the Hunters or the Reining Horses, but has been steadily growing. There are two carriage driving organizations in the U.S. – the Carriage Association of America, known as the CAA and The American Driving Society, Inc., known as the ADS.

The CAA was the first carriage association in this country, founded in 1960 by twelve people. The main interest of this group was and is the preservation, restoration and exhibition of antique carriages, as well as historical data on the origins of particular vehicles and the history of horse drawn vehicles. The first Carriage Journal was first published in 1963, with Paul Downing as editor. After Tom Ryder became editor, he encouraged more interest in the horses as well as the carriages.

In the early seventies, several members of the CAA wished for better guidelines and consistency in the judging of pleasure shows. A meeting was held at the Greenbriar in North Carolina in conjunction with a CAA meeting to discuss this. There was little interest at that time in the driving horse on the part of the CAA, so a group got together in 1974 at the Stonybrook, Long Island driving show to form a separate organization – the ADS – patterned after the BDS (the British Driving Society). Approximately 35 interested people were invited to join as the Founding Members and they contributed the funds necessary to start the Society.

A sportswriter for a Connecticut newspaper, Charles Kellogg, became the volunteer editor of *The Whip*, the official publication of the ADS. This journal was the glue that kept the fledgling membership together and growing. *The Whip* has won numerous awards in multiple categories and is published quarterly. A newsletter, *The Wheelhorse*, which has eight annual issues, now accompanies it. It is a tip of the hat to our Canadian brethren, being the name of the former newsletter of the Canadian Driving Society.

These Founding Members also devised Pleasure Driving rules that created “working classes” that emphasize the horse, and “reinsmanship classes” that emphasize the good driver. This ensured that the most expensive harness and antique turnout would not always win as had been happening with the CAA. Driving Patterns, precursors of the modern driven dressage tests, were developed. There were guidelines to driving in the AHSA (now USEF) rulebook, but they largely pertained to show ring breed driving. Therefore, an ADS committee was formed to revise these rules and to submit them to the AHSA for their April 1, 1976 rulebook. This became the Licensed Officials Committee and its establishment helped make judging more uniform. A handbook was published to clarify the requirements for a

fair competition. Thus, the seeds for competitive driving in this country took root and began to grow.

In the early seventies, Philip Hofmann, CEO of Johnson and Johnson, bought a four-in-hand and went to Europe. While there, he met HRH Prince Philip, who was giving up polo for driving and was helping create a new sport, Combined Driving, using rules based on Combined Training (Eventing). Mr. Hofmann was quite taken with all of this, came home, and organized the first Combined Driving Event (CDE) in the United States at Johnson Park in Bedminster, N.J. He was to become the first president of the ADS. Soon after that, Victor Shone, a Welshman, living and training horses in Millbrook, NY, started a CDE there as well, and it continued for many years.

About the same time, Deirdre Pirie and Holly Pulsifer, who were pleasure-driving singles, pairs and fours of ponies, went to England where they met George Bowman, the English four-in-hand champion. George took them to a Combined Driving Event (CDE) and they came home to organize the first Myopia Driving Event in 1975. The Myopia Driving Event continued for another 25 years, still holding the record for the longest CDE under the same management in our country.

The ADS trains and licenses its own officials. We are also the conduit to the national federation driving license for people who wish to achieve the highest national licensing level that is required to officiate at advanced level CDEs as well as to continue onward to become a candidate at the international level with the Fédération Equestre Internationale (FEI).

The first ADS rulebook pertained only to pleasure driving. Combined driving rules were published in prize lists and varied to some degree. By 1980 or so, combined driving rules as regulated by the FEI were printed in the ADS handbook as well.

The ADS recognizes numerous pleasure shows and combined driving events (CDE). These come in many formats, offering opportunities to all – from the beginning neophyte to the seasoned competitor with international aspirations. We are also a society of local clubs and regional representation. We have numerous committees, seeing to the various disciplines and interests of the Society with people on the board of directors and committee members located throughout North America. We are a member organization, with the membership having the opportunity to vote for candidates of their choice and the possibility of addressing the Society directly during its meetings as well as through its office. ✓

Driving Competitions and Recreation

Recreational Driving

Everyone who drives equines, drives for recreation. The ADS offers an “Hours to Drive” program that recognizes drivers who have logged 100 hours or more on the box seat. This popular program highlights driving milestones at the 100, 250, 500, 750 & 1000 hour level. Each honoree receives a profile in our signature publication, The Whip. The ADS also supports non-competitive activities, through our educational programs including online learning opportunities that are open to members and non-members. Member clubs and individuals may apply for grant funding to support educational activities such as clinics, safety trainings and youth programs. Driving experts also host webinars on numerous relevant topics designed to help drivers of all levels improve their skills. Members and non-members alike can join live or listen to recorded versions of these educational webinars. Our Rulebook also outlines fun activities like “Continuous Driving” that are recreational based events that can be tailored to participants needs.



and extensions. They are always judged individually, in a dressage ring, which is either 40 x 80 or 40 x 100 meters. Judges look for three distinct trots, smooth transitions and accuracy. The horse should demonstrate correct training. Multiple hitches are judged collectively.

Marathon

This phase tests the fitness, stamina and obedience of the horses and the judgment and capability of the driver. Advanced competitions can have five sections, which may include mandatory walks and trots, as well as a section including obstacles. Other competitions may have three sections, all having a minimum/maximum time allowance. At the end of certain sections, there are mandatory 10 minute halts with veterinary checks to ensure the horses are not unduly stressed and are fit enough to continue. Competitors can walk the course before the marathon phase and plan their route. They are given a map and course marker flags for guidance, but no horse is allowed on the course before the start.



Combined Driving

The Combined Driving Event (CDE) is modeled after the Three Day Event, which tests the overall condition and versatility of the horse in sport. Major competitions are usually held over three days: Driven Dressage, Marathon and Cones, typically in that order.

Driven Dressage

Tests are often compared to compulsory figures in figure skating, the dressage test (which translates to “training” in English) consists of a prescribed sequence of movements judged against a standard of absolute perfection. The test demonstrates the obedience, freedom and regularity of movement, impulsion, and correct position and training of the animals. The drivers are required to perform a set of movements, which include changes of pace, circles, turns



Driving Competitions and Recreation *(continued)*

Drivers may choose any path through the obstacles, provided they drive through each gate in the correct alphabetical sequence, and with the red flag on the right and white on the left. The object is to complete each obstacle in the shortest possible time with no penalties. Penalties include time, groom/ driver dismounting, driver putting down whip, error of course, knocking down a collapsible element, and turning the vehicle over.

Cones

Cones can be likened to the stadium jumping phase of Eventing. The object is to drive through narrowly spaced pairs of cones cleanly within time allowed. Each cone has a ball placed on top, and any miscalculation will dislodge the ball, thus incurring a penalty. This phase tests the fitness, agility and obedience of the horse and the accuracy and skill of the driver.

Pleasure Driving

Carriage Pleasure Driving shows may include obstacle driving, pleasure drives on trails and roads, and ring classes. Horse and ponies of all sizes and breeds are eligible and usually compete with their peers in size and experience. The drivers can be classed by age and

experience as well, from young drivers under 19 years, adult entry level beginners to seasoned drivers with many years of experience. There can also be divisions defined by the number of animals in the turnout, such as singles, pairs, and multiples such as four-in-hands and tandems. The horses and ponies are hitched to carriages of various styles, including 2- and 4-wheeled antique vehicles, antique replicas, and even vehicles of modern design and construction. The ring classes evaluate various criteria defined by specific rules for each class, such as overall impression, performance, manners and way of going of the horse(s), neatness of attire, as well as the skill of the driver. In larger shows, classes may be designated for specific types of vehicles, such as runabouts, phaetons, gigs, coaches, etc, or restricted to vehicles not suitable for other divisions, such as commercial vehicles and even vehicles designed for Combined Driving. ✓





2018 ADVERTISING RATES

FOUR COLOR COVERS	1-2x	3-4x	5-7x
Cover 4 (back cover)	\$750	\$700	\$675
Cover 3 (inside back)	625	600	550
Cover 2 (inside front)	725	675	650

FOUR COLOR DISPLAY			
Full Page	\$510	\$460	\$410
1/2 Page	370	320	270
1/3 Page	330	280	230
1/4 Page	280	230	180
1/6 Page	230	180	150

BLACK & WHITE DISPLAY			
Full Page	\$385	\$360	\$260
1/2 Page	250	225	180
1/3 Page	230	180	150
1/4 Page	175	150	130

WHEELHORSE NEWSLETTER:

1/2 page \$75, full page \$150.

Contact us for deadlines and availability.

2018 ADVERTISING DEADLINES

The Whip Issues & Closings

Issue	Ad Due Date	Mail Date
February	Dec. 15	Feb 1
May	March 15	May 1
August	June 15	Aug. 1
November	Sept. 15	Nov. 1

WEB BANNERS & EMAIL BLASTS

Email Blast: \$250 each

Banner Ads: \$800 per year

Unless otherwise instructed, ads received after the deadline will be placed in the next available issue.

FULL IN-HOUSE STUDIO DESIGN SERVICES

We can assist you in creating your ad. Ad design is billed at \$50/hour.

AD SIZES

FULL PAGE
WITH BLEED
8 3/8" x 11"
(trim size 8 1/8" x 10 3/4")

1/4 PAGE
HORIZONTAL
6 7/8" x 2 1/4"

1/4
PAGE
TALL
2 1/8"
x
7 1/8"

1/6
PAGE
VERT.
2 1/8"
x
4 11/16"

1/3 PAGE
SQUARE
4 1/2" x 4 3/4"

1/2 PAGE
HORIZONTAL
6 7/8" x 4 3/4"

1/3
PAGE
VERT.
2 1/8"
x
9 5/8"

1/6 PAGE
HORIZONTAL
4 1/2" x 2 1/4"

1/2 PAGE
ISLAND
4 1/2" x 7 1/4"

1/2
PAGE
VERT.
3 3/8"
x
9 5/8"

1/4
PAGE
ISLAND
3 3/8"
x
4 3/4"

ALL NEW Remembrance advertising

Memorialize your carriage horse with Remembrance advertising in the official publication of the ADS.

Special rates: Full page color: \$255 Full page black & white: \$193

Contact abbie@americandrivingsociety.org to reserve your ad space in *The Whip*.



ADS Facts

Organized: 1974
Incorporated: 1975
Memberships: 3600*

**includes family memberships, which are comprised of more than one individual.*

PUBLICATIONS

The Whip, the award-winning official publication of the American Driving Society. Delivered to members quarterly

The Omnibus, a resource for Pleasure, Combined Driving and Dressage Events throughout the US and Canada, published bi-annually in eBook format online.

The Wheelhorse, the official newsletter of The American Driving Society, Inc., published electronically eight times per year.

Membership Statistics

- Sixty percent of members have been affiliated with the ADS for five years or more.
- Average age is 51.5 years, with the majority being female.
- Household income tends to exceed the national average.

MEMBERSHIP

Individuals\$75
Perfect for the driver interested in learning and improving their carriage driving skills and for individuals wanting to compete.

Family\$95
This is the most cost effective membership for those who have more than one driver in the family.

Junior..... \$40
Full membership benefits at a reduced rate (18 and under).

Club\$60
Local driving clubs can affiliate their organizations with the ADS, in addition to the opportunity to purchase club liability insurance at a discounted rate. Membership entitles clubs to apply for grants from the ADS Fund.

Commercial..... \$100
Membership benefits for businesses who wish to support the ADS.

Lifetime \$1,000
Individual members may opt to become lifelong members of the ADS.

