

From The Horse's Mouth

Southeast Endurance Riders Association Newsletter

July/August 2008



PRESIDENT'S MESSAGE

I think it is fair to say that it is *slightly* warm outside. With the thermometers hitting the high notes, some of us are hitting the coolness of our air conditioned homes. With us halfway through the riding season, the horses are conditioned, and may be resting up some for the cooler fall season to begin. But what of those that wish to compete all year long, no matter how hot and miserable the weather becomes. This month, I would like to discuss some of the survival needs of competing in hot weather. If you are one of the brave ones, and tackle the task, let's keep our ponies safe and as comfortable as possible.

It is pretty safe to say, that if it feels hot to you, your horse thinks the same. Most long, hot summer months, my ponies are standing in the barn with fans blowing on them. We are certainly not thinking of going to a ride. But, with the AERC National Championship ride coming, some of the horses need to finish qualifying, and others need to "whip it" into winning 100 mile shape, we will be competing in hot weather. So, what might one need to be prepared in order to reduce the risk of metabolic failure? I am not a vet, but these are things that the horse owner can do, so that maybe you don't NEED the vet.

SHADE. I don't think I can stress this one enough, so therefore, it gets top billing. Many of us own the familiar canopies that we see all over vet checks. Some of us, like myself, have learned to own more than one. I personally have three. Not all of them are in perfect working condition, but they will do the job of providing shade. I have ONE for the vet check itself, and the other two are for back at the horse trailer. Yes, the trailer for my ponies to stand under the day before the ride, during the ride and certainly after the ride. I would strongly urge anyone that is planning to do a hot summer ride to invest in a pop up canopy. It will help to prevent your horse from dehydration the days prior to the ride, will certainly help make him more comfortable during the ride, and aid in his recovery after the ride. Besides, you will have the canopy for future use at rainy rides. Trust me, once you walk down the shaded path of canopy ownership, you will never return to direct sun again.

ICE. We all know that the science behind solar showers is direct sun. So, therefore, it should only make sense to shelter ALL water buckets from the sun and have an entire cooler of ice dedicated to your horse's needs. Even if you do set your water in the shade, the temperature outside is probably about 98 degrees. So, common sense should tell you that the water will warm to "room temperature". That then leaves you with water of around 98 degrees to COOL your horse. Question: Does this even sound reasonable? Answer: Of course not. What you should and could do is dump ice from that handy cooler into the sheltered water, when you arrive at the vet check. You don't want to do it earlier, because guess what, yes, it will warm up to "room temp" as well. Horses in hot weather rides will pant, they will sweat like pigs, and be quite hot and uncomfortable. But, adding and using ice responsibly will help him recover in a timely manner, and cool his core temperature much faster than using no ice at all. Plus, he will just be a happier pony. During and after the ride, give a nice cool, not cold, wash off, concentrating on his legs and large veins. How well he returns to his normal body temperature will certainly play a role in how his body handles the heat/hydration and recovery from exercise.

WATER, WATER, AND MORE WATER This one is a no brainer, but I still felt that I should add it. The more water that we put on the horse and in the horse, the better off they will be. During hot rides, horses will get very thirsty. We ALL get that way. So, if for some reason, the ride doesn't have water on a loop, or there is a long way in between watering spots, try to make what arrangements in advance that you can to provide your horse with water. It may mean driving out on the trail the day before and carefully "hiding" you a bucket of water near the trail. Note, I said near, so that when you get there, someone else hasn't gobbled it all up. If you are lucky and have a crew, that's even better. If the trail and ride management will allow it, have them meet you at road crossings with water. A slower pace in the hot and humid conditions along with some small cool, wet slurries will do wonders for keeping your horse healthy.

FAN For those that are the hard core endurance riders, I know you own a generator. So, while you are sitting in that 15 foot iced down LQ trailer of yours, provide your pony a nice, big box fan while he stands under his shade canopy and enjoys lots of cooled water. He will feel much better during the vet checks, and it will keep the flies at bay as well. I have on occasion tried to figure out how to rig up a water mist to spray in the fan. So far I have failed. But, I am sure that some of you that are way more intelligent than I am should be able to pull that off with ease. That fan will help him rest up before the ride as well as recover afterward.

Now, we have a list of items here that should be basics for hot weather riding. These are what I consider to be the "biggies" for hot weather. There of course is an entire book that could be written about what to bring in the way of general items, such as electrolytes, fly spray, etc. I have attended hot rides in the past, and swore I would never do it to a horse again...but alas, here I am preparing to do just that. So, if we are willing to ride and compete in such conditions, then we need to be willing to go the extra mile for the comfort of those that did not ask to be brought out to work in those conditions. Our horses do this because we ASK them to, so let's do them right and do what we can for their comfort and their safety.

And remember, don't sweat the small stuff.
(In this case, you can sweat all you want!)

Jody



Happenings from the SERA list

Calling all Volunteers !!!! Calling all Volunteers !!!!

SERA is going to be sponsoring/working a vet check at the upcoming National Championship ride to be held in October. If you would like to help with the vet check, please contact Amy Whelan at: arabsrun@lycomonline.com and let her what you can do to help out. We will be needing folks to do all sorts of things, such as timers, pulse takers, prepare food for the vets, etc. So, if you are planning to go to the ride and maybe crew for someone, perhaps you can also volunteer to help out on a day they aren't riding. Or work in shifts, or bring a friend to help.....OR if you aren't planning to go, now is a great chance to come and watch the events AND help out our national organization...AERC.

Also, please remember that we need to be thinking about the year end convention (yes, I know it is still summer) and the silent auction to fund the jacket program. We had a great successful auction last time, and it was tons of fun too !!! The convention planning is already starting to come together, and it will be here before you know it.

Submitted by: Jody Rogers-Buttram



Shelters in a Storm

It's hurricane season. If you have provided the SERA website with information regarding the availability of room for evacuees, please take a moment to review that information. And, if you can provide a place, please go to <http://www.seraonline.org/hurricanerelief.htm> and add your farm to the list.



SERA Membership

Membership runs from December 1st through November 30th. Single membership is \$25 for the year. Family membership is \$30. If you haven't renewed already, please do so now. You must renew by March 1st in order for the rides prior to that date to count for year-end awards.

Renew online! Go to: https://linux9.domainnameservers.net/~serao2/new_membership.htm

Renewal forms can be downloaded and printed from http://www.seraonline.org/sera_web_application.htm.



CLASSIFIED ADS

1999 Adam Gooseneck trailer, 20' box, 27' overall, 2 horse stock. Walk-thru, large insulated and paneled camping quarters, tons of storage, propane heater (new tank), marine battery (new) runs lights, awning, good tires and spare. Shed-kept; excellent condition. New floor and all mats, lined. Brakes serviced; all maintenance records. \$5,500 for quick sale. Beck Bockoven, 864-836-8152, Rotherwood@msn.com. Trailer located in Marietta, SC.

2001 Sooner Gooseneck trailer: Two horse aluminum slant load with sleeping quarters. This trailer has low miles; was bought brand new off the dealer lot in 2003 and then sat for two years without use due to rider injuries. It has drop down windows with screen and sliding glass windows as well as drop down grates. It has a walk through door between sleeping quarters and horse stalls. Collapsible tack area in back of trailer with tree rack that can be moved to the sleeping quarters. Air vents; carpet; curtains; wall and floor cabinets; tack hangars; screen door and tandem axles with Goodyear tires with lots of miles left. Priced to sell at \$10,000. A real bargain at that price! Contact Susan Kain @ (828) 670-8097 home, (828) 77908097 cell. This trailer is in the Asheville, North Carolina area.

2000 Dodge 1500 Quad Cab 4x4 Laramie SLT Loaded -- \$6900. Tow a BP or small GN trailer. Well-maintained. See http://www.shop-eze.net/dodge_truck/ or contact Glenda Snodgrass horselover@shop-eze.net

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Summer Saga 08 colts for sale! 'Prophecy' is a liver chestnut, out of an endurance mare - \$1500. 'Dragon' is a HUGE liver chestnut, out of race-bred AQHA mare - \$2500. 901-619-4497 www.MysticRoseArabians.com

8/08

The Endurance Adventures of Ms. Sera

By Jody Rogers-Buttram



Jody



SERA 100 Mile Jacket Program

The following is the criteria for this award:

1. Any SERA member entering their first one day 100 mile ride at a SERA sanctioned ride and completing said ride will receive from SERA a monogrammed jacket in celebration of their accomplishment. This jacket will be delivered at the SERA Convention.
2. Any SERA member entering their first one day 100 mile ride at a SERA sanctioned ride will only have to pay the entry fee to the 50 (55 or 60) mile ride. SERA will cover the difference between the 50 and 100. The details of how the reimbursement will be worked out.
3. Funds for this program will be raised at a silent auction at the next SERA convention (2008). The shortfalls from this auction will be covered out of SERA general funds.

This program will not take affect until the 2008 ride season (starting Dec. 1, 2007).

If any member would care to voice their opinion in favor or against such a program, I strongly urge you to contact your state representative and be heard. SERA is your organization and I want to encourage each of you to become involved.



News from the States

REMINDERS:

For a calendar of 2008 equine activities throughout Kentucky please visit the Kentucky Horse Council calendar of events at http://www.kentuckyhorse.org/equine_calendar.shtml

For a calendar of Trail Riding activities including meetings throughout Kentucky please visit Kentucky Trail Riding at <http://www.kentuckyhorse.org/trails/index.shtml> and click the trail calendar link.

If you would like to have your equine event added to the Kentucky Horse Council event or trail calendar please respond to this email including event specifics, date(s), time, location, and contact information.

The deadline for Kentucky Horse Council scholarship submissions is May 1, 2008. For more information on Kentucky Horse Scholarships please visit <http://www.kentuckyhorse.org/scholarships.shtml>

The Northern Kentucky Horse Network has a website they would like to announce: www.nkyhorsenetwork.com
If you have any information, questions, etc, Contact Anna Zinkhon (President) Anna.Zinkhon@fuse.net
(859) 801-1781

Friends of the Trail: Last year, the KY Horse Council started a small group called "Friends of the Trail" with representation from each of the major trail groups, plus Chair of the KY Recreational Trail Authority. This group's purpose was primarily to share information about trail projects, trail concerns (land managers perhaps talking about closing trails, etc.), and general trail education, for example, a speaker on GPS mapping. This year, we would like to invite all trail or saddle clubs to send a representative. Just to keep the group from getting TOO large, please no more than two (preferably one) person per group. If your group is involved in significant trail riding and trail support activities, it would certainly benefit you to attend! The group meets every other month starting in March on the THIRD THURSDAY at 6:00 at the KY Horse Park. The 2008 dates are: March 20th, May 15th, July 17th, Sept. 18th, and Nov. 20th. The KHC office will send out a reminder to all who would like to be on the list, including location. (Note: we can meet at other locations as long as it does not put undue travel demands on those attending.) We hope to get the new State Parks Commissioner to speak to us in March (waiting for confirmation).

Better Horses Radio show now being broadcast in Lexington: Saturday 7:00am WLXG 1300 AM

As a member of the **Kentucky Horse Council** you are always welcome to attend board meetings. The KHC board meets every month in 2008 through November. Meetings are generally held on the third Tuesday of the month at 6:30 p.m. Location of the board meeting may change based on the number of attendees. For a complete schedule of KHC Board meetings please visit http://www.kentuckyhorse.org/equine_calendar.shtml. Please note: the November board meeting will be held on the same day as the Annual Member Meeting which has not yet been scheduled.

If you would like to attend any of the KHC board meetings please RSVP by responding to this email or calling 859-367-0509 or 800-459-4677.



Volunteers coming from around the World

LEXINGTON, KY—In the first ten days since the launch of a new Web-based volunteer registry system, nearly 4,000 new volunteers have already signed up online for the 2010 Alltech FEI World Equestrian Games. The World Games 2010 Foundation estimates that at least 6,000 volunteers will be needed to work before and during the Games, to be held at the Kentucky Horse Park from September 25-October 10, 2010 in Lexington, Kentucky.

"The response we have received is heartwarming and overwhelming," said Cathy Rutter, Director of Community and Volunteer Relations for the Foundation. "We have received hundreds of emails from people all over the world, who want to volunteer their time, efforts, and resources to help make the 2010 Games a success. With this early response, I am confident that these volunteers will have a huge impact on the Games."

Volunteers from 49 states and 46 countries have signed up so far. More than 1,300 registered volunteers live in Kentucky, and nearly 700 people from states surrounding Kentucky have signed up. International volunteers from Russia, France, Chile, South Africa, and Thailand are just a few among the nearly 400 people from around the world who have already registered.

"This is the highest response of international volunteers that we have experienced on *TRS, The Registration System™*," said Florence May, President of Simply Hospitality, who coordinates online event management. "This global outpouring of enthusiastic interest mirrors the world-class level of these championships."

The World Games 2010 Foundation still needs several thousand volunteers, and the online registry is still open. To volunteer for the 2010 Games, please visit www.feigames2010.org and click "Get Involved." Those among the 17,000 people who had previously registered on the Games' Web site should update their profile to reflect any volunteer interests, now that a new volunteer system is in place.

All volunteers will be required to go through an orientation and training program before they can begin to serve with the Foundation. Volunteers will receive a variety of benefits for their efforts, including official 2010 Games apparel and volunteer credentials.

Volunteers will be able to specify the areas and dates in which they would like to serve at a later time. Volunteer opportunities include a range of tasks, from office assistants to competition duties. Those seeking volunteer opportunities within each discipline must list their related experience when filling out the online profile, in order to be considered.

The Alltech FEI World Equestrian Games, to be held at the Kentucky Horse Park September 25-October 10, 2010, are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI), and are held every four

years. The Games have never before been held outside of Europe; nor have all eight disciplines ever previously been held together at a single site— both firsts that will be achieved at the Kentucky Horse Park. The 2010 Games are expected to have a statewide economic impact of \$150 million. It is anticipated that more than 600,000 spectators will attend the 16-day competition.

Key volunteer information the 2010 Volunteers need to know:

Benefits

Some of the benefits that the 2010 volunteers will enjoy:

- Exclusive apparel items designed for volunteer identification during the 2010 Games, and as souvenir keepsakes;
- Customized credentials for volunteer identification, and access to volunteer assignment area(s);
- Volunteer hospitality (food, beverages) provided for volunteers while on duty;
- Recognition throughout the community in a variety of media forums;
- Post-Games volunteer reception event; and
- Such additional benefits that may be developed by 2010 Games sponsors and partners.

Requirements: All volunteers must sign a waiver prior to volunteering, and if under the age of 18 a parent or guardian, must also sign. **Legal waiver will be accepted during on line registration and will be signed during orientation;**

- **Language:** All volunteers must speak fluent English;
- **Competition Operations:** Competition Operations is limited to volunteers with specific experience in the respective discipline. Therefore position placement in competition support, dressage, driving, endurance, eventing, para-equestrian, reining, show jumping and vaulting will require prior approval from the Competition Director and the respective Discipline Managers. Placement in these areas will be based on experience and availability. **General registration is currently open in the respective disciplines. Specific opportunities and shifts will become available as the September 25, 2010 date approaches. Those opportunities and shifts will be regularly communicated through e-mail notification. Be sure to check your e-mail often for those opportunities;**
- **Orientation and Training:** All volunteers will be required to select a date for orientation during which they will receive information specific to the 2010 Games and their respective volunteer opportunity. Additionally, volunteers will receive branded apparel, credentials and special instructions for their volunteer opportunity;
- **Availability:** Volunteer opportunities begin now and will run through the 2010 Games, September 25 through October 10, 2010. The number of volunteer shifts per day will be based on the calendar of activities and competitions scheduled. Volunteer opportunities and shifts will be communicated on a regular basis through e-mail. **You must have an e-mail address to volunteer;**
- **Lodging, travel and Meals:** 2010 Games volunteers will be responsible for their own travel and hotel accommodations. The Games will provide meals during respective volunteer shifts.



Virginia Highlands Endurance Challenge

August 22/23
50/25 both days

ATTENTION: NEW RIDE = “VIRGINIA HIGHLANDS ENDURANCE CHALLENGE”...

Or, short version: “VIRGINIA HIGHLANDS”!! The ride will be held on the Virginia Highland Horse Trails (VHHT) on August 22 and 23, 2008. **SAVE THOSE DATES!** Base camp will be in at Jubilee Park in Ivanhoe, Virginia adjacent to the NEW RIVER. The trail starts along the river, heads up a gorgeous creek lined by rhododendron then climbs the first mountain and heads for Chestnut Knob and beyond. Ninety-nine percent of the ride is in the beautiful and rugged Jefferson National Forest. There will be 25 mile and 50 mile rides offered on each day of competition. The trail will have minor changes between the first and second days. Vet checks will be away, one easy to get to and one that we will “explain” ... but not to worry, it will be a piece of cake. Dr Otis Schmidt will be head vet; he has one excellent and experienced vet with him (Nicki, of course), and I will try to find another and two

rookies from NCSU that we will break in, Dr. Alice and Dr. Kristin. Tom Sites will be providing Bon appetite – Rocky Mountain oysters (one of Nicki's personal favorites) and other surprises, so there will be meals. We hope volunteers will be as plentiful as the mountain berries. We have verbal permission from the Forest Service so watch for word of final written approval in this newsletter. We are sanctioned by AERC and sanctioning by SERA is pending.

If you have ridden in the High Country of Grayson Highlands don't worry, we do not have the rocks like they do or like Old Dominion; the climbs are not as steep as Leatherwood or as slippery but they are longer. There are no death defying drops like Tevis but there are some gorgeous look outs. Do expect a mountain ride and a tough workout for you and your partner that was designed by Gina Haggis and Nancy Sluys. Expect any kind of weather, perfect to thunderstorms, cool or hot - you never know in the mountains. The trail is superbly and permanently marked, and if you get lost the bears will find you. Mountain streams will be drying in August, but Tom and Gina Haggis guarantee water stops with full water tubs, sponge buckets, and hay for horses.

The Jefferson National Forest is over 400,000 acres and has over 400 miles of trails for hikers, bikers, and horseback riders; we will not use all of them. We hope to have written approval from the Forest Service soon and will keep you posted. From base camp you can ride one way 80+ miles to Elk Garden and the trail takes you over some gorgeous high country with incredible views. Karen Isaacs has recommended that we not hold a 2-day 100 this year but she and Thomas want a 1-day 100 in the future!!

Jubilee Park is only 12 miles from I-77 and the Poplar Camp Exit. The roads are paved the entire way and directions will be perfect (are you reading this Jody and Joel?). There is one tricky corner when you turn onto the camp road but we will get you in and Tom Haggis will park you. This will be one of the prettiest campsites you have camped at. The camp site is flat as a pancake and you can walk, ride, or float in the New River which borders the campsite. There are high cliffs on the opposite side. Camping is primitive so bring your drinking water and turn off your generators after 10:00 p.m. There will be a "Dog Jail" for all dogs not on leash, and bail will be set at \$20. The ride will use VHHT and not the NEW RIVER TRAIL (NRT); however if you come early please ride the NRT for fun. This trail has perfect footing, is an old RR bed, affords no conditioning but the views are gorgeous. From base camp you can go north or south for miles, the entire trail is 50+ miles! Make sure your horse is bike broke, pedestrian broke, and bridge broke or you will be broke. There are bridges spanning the New River; none of these are on the trail but they will get you to Foster Falls and other scenic spots on the NRT. Signs advise how to travel. Lots of other users will be on NRT this time of year but none will be motorized. You may also want to get a temporary fishing license, float the New River (rentals about 10+mi. away), and visit scenic spots: Ravens Cliff is close and gorgeous; Grayson Highlands State Park is a drive but it has wild ponies and the Appalachian Trail and the High Country; and we will tell you of others. If you want to test ride the trail between now and August just contact any one of us and we will be glad to take you out and show you the trails that are on the endurance ride and some that are not. You really need to see Ravens Cliff, Bear Den, Cripple Creek, and other spots that we love. We also suggest you Google search the following if interested: Mt. Rogers, Virginia Highland Horse Trail, New River Trail. You might also want to Google Earth Ivanhoe, Virginia or 1338 Powder Mill Road, Ivanhoe, Virginia 24350. If you Google Earth, click on the blue dots and they will show you scenic spots, some of which you will ride by.

Ride Management Team:

Ride Manager – Don Meuten don_meuten@ncsu.edu or 919-496-7236

Ride secretary and THE boss – Nicki Meuten, 808 Brantleytown Road,
Zebulon NC 27597

Assistants: Dawn Osborne and Laura Cullins

Trail Masters – Gina Haggis and Nancy Sluys

Mr. Everything – Tom Hagis
Chef – Tom Sites
Head Vet – Dr. Otis Schmidt
Treatment Vet – TBA
Photographer – Becky Siler



Ride Managers

Your ride flyer may be posted to the SERA website. There is no limitation on the number of pages. To add your ride flyer to the website, please submit it in Word, txt, or PDF format to teri@websbyteri.com and place in the subject of the email line "SERA Ride Entry Form." For publication in the newsletter that is distributed through the US Postal Service, the ride flyer must be no more than two pages and must be sent to Tamra Schoech at SERAg@bellsouth.net or 4050 Buck Smith Rd, Loganville, GA 30052.



SERA SANCTIONED RIDES

As listed on the SERA Website
Check the website for updates

2008 Ride Calendar

August 22/23, Virginia Highlands Endurance Challenge, 50/25, 50/25, Ivanhoe, VA; Ride Manager: Don Meuten, 919-496-7236, nickiyoung@embarqmail.com

September 4/5/6, Big South Fork Pioneer, 50/30, 55/30, 100/50/30, Big South Fork NRRRA, Oneida, TN; Ride Manager: Eric Rueter, 865-599-3954, BSFER@knoxvilleArabianHorseClub.com

September 19/20, Blackwater Boogie, 50/25, 50/25. Coldwater Recreation Area, Blackwater River State Forest, Milton, FL; Ride Manager: Christina Schiro, PO Box 369, Pensacola, FL 32591, 850-206-3237 (cell), ckschiro@yahoo.com

September 20, Biltmore Mountin' Hopes Fall Fling, 50/30, Biltmore Estate Equestrian Center, Ashville, NC; Ride Manager: Bob Magnus, 828-689-2530, bmagnus@verizon.net

October 2/3/4, Alabama Yellowhammer Pioneer, 55/30, 50/25, 50/25/10 mile fun ride, Talladega

October 25, Hallelujah Benefit, 100/75/50/25, Camden Hunt Country, Camden, SC; Ride Manager: Lucie Hancock, 803-428-3924, lbhbhcnck@ftc-i.net

November 1, Skymont High in the Cumberland, 50/25, Altamont, TN; Ride Manager: Larry Jordan, 423-476-2461, larry_jordan@bellsouth.net

November 8, Endure for the Cure, 55/35, Sand Hills State Forest, Patrick, SC; Ride Manager: Patsy Gowen, 803-329-0077, firefoxrun@comporium.net

2009 Ride Calendar

December 20, Goethe Benefit Challenge, 100/75/50/25 Elevator Ride with FEI 75/100, Goethe State Forest, 11990 SE 21st Place, Morriston, FL; Ride Manager: Connie Caudill, 352-486-7040, blackprong@aol.com

SERA Sanctioned Rides for 2008

December 1, Blackwater Boogie, 50/25
December 15, Goethe Benefit Challenge, 100/50/25
January 12, Gator Run III, 50/25,
January 18, Delightful Trails, 55/25/10 mile fun ride
February 2, Bugaboo, 50/25
February 8/9, Camp Osborn Boy Scout Pow Wow, 2-day 100/50/25, 75/50/25/10 mile fun ride
February 23, Lost Posse Run III, 50/30/15 mile fun ride
March 1, Lee County Lizard Run, 50/30
March 8/9, FITS, 50/35, 100/55

March 15, City Slickers, 50/25
March 15/16, Sand Hills Stampede, 55/30, 55/30
March 28/29, Leatherwood Mountain Extreme Challenge, 50/25
March 29, Ponce de Leon Pirate Run, 55/25
April 5, Florida Ag Museum, 50/25
April 5, Trace Tribute, 55/25
April 18/19, Chicken Chase I, II, III, 55/30, 50/25, 50/25
April 19, Million Pines Classic Elevator, 50/30
April 26, Hallelujah Moonlighter, 50/25
May 3, Biltmore Challenge, 100/50
May 10, Florida Stampede, 60/30
May 17, Blazing Saddles, 50/25/fun ride
May 17, Red Barn Run, 50/25
May 24, Longstreet's Charge, 50/25
June 20/21, GERA Fundraiser, 50/25, 50/25
June 28, Region XII Round Up, 100/50/30



2008

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NEWSLETTER SUBMISSIONS

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All articles must be received by the 30th of the month to be published in the NEXT month's newsletter. If provided electronically just type into an email message or a file attachment in Microsoft Word or Excel. Help me get the newsletter in a timely manner and get in your input early!

SERA sanctioned rides are entitled to a single printing of a ride flyer, front and back, one page only or a full-page ad, free of charge (8 ½ x 11). Multiple printings, or a longer ride flyer, will incur additional charges. All sanctioned rides are listed on the SERA website.

ADVERTISING RATES

SERA members - 25 word classified ad (personal items only) free for 3 months pending space availability.

Non-members - \$.20/word, with a \$5.00 minimum

Display ad - Camera ready copy (per insertion, discounts for multiple runs).

1/8 page - \$10

1/4 page - \$15

1/3 page - \$20

1/2 page - \$50