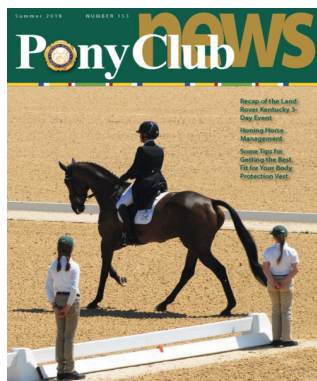


Pony Club News: Print & Online

Pony Club offers some exciting advertising opportunities that include our traditional print magazine *Pony Club News* beautifully printed in full color, and an online version of the magazine in which your ad can offer one-click access to any part of your website. Both versions are offered three times a year. All ads are available in full color at no extra charge. Discounts are



available upon request, see reverse for more information.

Why advertise in Pony Club News? We provide a wide equine-savvy audience with a broad age range in our membership, their parents and alumni, along with a vast network of volunteers, all with buying power in equine related products. Also available are Classified ads. Each ad runs for a three

month period on www.ponyclub.org as well as in the next occurring issue of the magazine. Please visit www.ponyclub.org for more information.

Advertising Rates

Size	1x	2x	3x
Spread	\$2680	\$2500	\$2400
Page	\$1340	\$1250	\$1150
2/3 pg	\$910	\$800	\$710
1/2 pg	\$700	\$600	\$500
1/3 pg	\$500	\$400	\$350
1/4 pg	\$370	\$320	\$270
1/6 pg	\$260	\$200	\$160

Advertising Specifications

All ads must be submitted as PDF files. PDF files must be created as print-ready with fonts, high-resolution images and graphics embedded. Advertiser is responsible for any additional conversion charges. Send us your ad as an e-mail attachment to advertising@ponyclub.org.

Advertising Deadlines

Space Reservations	Materials Due
Education Issue	Feb. 1
Features Issue	May 20
Rally Recap Issue	Aug. 15
	Feb. 15
	June 1
	Sept. 1

Ad Dimensions

Spread (2 pages)	16-5/8 x 10-7/8 (includes 1/8" Bleed)
Full Page Bleed	8-3/8 x 10-7/8 (includes 1/8" Bleed)
Full Page Non-Bleed	7-1/8 x 9-3/4
Back Cover	8-3/16 x 9-1/4 (plus 1/8" bleed on both sides and bottom)
2/3 Vertical only	4-3/4 x 9-3/4
1/2 Vertical	3-1/2 x 9-3/4
1/2 Horizontal	7-1/8 x 4-3/4
1/3 Horizontal	7-1/8 x 3
1/3 Vertical	2-1/4 x 9-3/4
1/3 Square	4-3/4 x 4-3/4
1/4 Vertical only	3-3/8 x 4-3/4
1/6 Vertical only	2-1/4 x 4

Note: Only spreads, full page, and back cover ads will bleed.

Printing Specifications

Print:	Sheet-fed
Trim Size:	8 1/4" x 10 3/4"
Live Area:	7 1/4" x 9 3/4" (same as editorial margins)
Bleed Size:	8 1/2" x 11" (additional 1/8" four sides to trim size)
Binding Style:	Saddle-stitch
Format:	3 columns
Screens	150 lines per inch

Pony Club News is printed sheet-fed using environmentally friendly FCS Certified coated enamel stocks and vegetable based inks.

Questions about advertising?

Contact Pony Club at

859-254-7669

or email advertising@ponyclub.org

See back for Commissions & Terms and Advertising Policy

The United States Pony Clubs, Inc.

The Kentucky Horse Park 4041 Iron Works Parkway, Lexington, KY 40511-8483 859/254-7669 (PONY) Fax 859/233-4652

Email: uspc@ponyclub.org www.ponyclub.org

The official seal, "USPC" and "Pony Club" are registered trademarks of The United States Pony Clubs, Inc.

Commissions & Terms

Discounts: Additional discounts available for advertisers in *Pony Club News* on three or six-time insertion contract. Please inquire. Pony Club Sponsors and Business Associates are eligible for additional discounts.

Terms: Net 30 days. First-time advertisers must send payment for first insertion with ad or ad elements. A late charge of 1.5% per month assessed on balance outstanding 30 days after initial invoice date.

Cancellations or changes: In writing prior to closing date.

Advertising Policy

Pony Club reserves the right to reject any ad submitted. No advertising will be accepted that states or implies Pony Club endorsement. Advertising stating that a product or service meets Pony Club requirements is acceptable, provided the information is correct. The burden of proof for meeting those requirements is on the advertiser.

Due to Pony Club's commitment to safety, no photos or artwork will be accepted that display unsafe practices with horses. **All mounted equestrian activity must show riders wearing ASTM/SEI approved riding helmets with chin straps in place and conventional riding footwear with heel.**

No advertising will be run without a signed contract between the advertiser and Pony Club. Any discount is forfeited if advertising payment is not received within 30 days of invoice receipt.

Multiple advertising discounts do not apply to advertising which is placed on a per issue basis. To receive the discounted rate, a schedule of ads equal to the discounted amount must be submitted to the advertiser prior to the publication of the first advertisement.

Advertisers assume liability for all content of ads. Acceptance of ads is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense on claims or suits based on the contents of such ads, including claims for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or likeness.

About Pony Club

The United States Pony Clubs, Inc. (Pony Club) was founded in 1954 as a nonprofit national youth organization to teach riding and horsemanship through a formal educational program. There are approximately 9,000 Pony Club members in over 600 clubs and riding centers throughout the country. Many of the nation's top equestrians, including several of our Olympic team members, business professionals, government leaders and career military officers, have roots in Pony Club. Youth members range in age from as young as 4 through age 25. Pony Club also offers educational opportunities to a growing number of adults through Horsemasters membership. www.ponyclub.org

