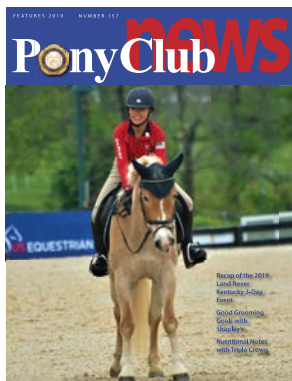


Pony Club News: Print & Online

Pony Club offers some exciting advertising opportunities with our traditional print magazine *Pony Club News*, beautifully printed in full color, and an online version of the magazine featuring live links where 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 for multiple insertions or with sponsorships.

Why advertise in Pony Club News? We provide an 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.

Visit www.ponyclub.org for sponsorships and additional opportunities.

Advertising Rates

Size	1x	2x	3x
Back Cover	\$1500	\$1400	\$1250
Full 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	Jan. 31
Features Issue	May 20
Rally Recap Issue	Aug. 14
	Feb. 14
	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) is a 501(c)(3) nonprofit national youth organization founded in 1954 to teach riding and horsemanship through a formal education program. Pony Club is the largest equine education organization in the world, with more than 10,000 members in the US and over 500 clubs and riding centers nationwide. USPC is proud to provide education to youth and equestrians of all ages, with instruction and competitive opportunities in more than nine English and Western riding disciplines. Pony Club's educational standards continue to be instrumental in curriculum development for schools, universities, equestrian professionals and organizations across the United States. Many of the nation's top equestrians, including Olympic team members, as well as successful professionals, government leaders and military officers, have roots in Pony Club. www.ponyclub.org

