



# Advertising Insertion Order

**DATE\*:** \_\_\_\_\_

**PRODUCT, COMPANY OR ORGANIZATION BEING ADVERTISED\*:** \_\_\_\_\_

**CONTACT PERSON\*:** \_\_\_\_\_

Phone\*: \_\_\_\_\_ Fax: \_\_\_\_\_

Email\*: \_\_\_\_\_

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**\*Required fields**

**BILLING ADDRESS\*:**

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**NOTE:** Pre-payment in full is required for all first time insertions. Advertiser will be invoiced per issue thereafter.

**Indicate amount enclosed: \$** \_\_\_\_\_

<b>Pony Club News Frequency Rate:</b> <input type="checkbox"/> 3x <input type="checkbox"/> 2x <input type="checkbox"/> 1x Please refer to USPC Advertising Rate Card for size and cost information.										
Issue	Year	Back Cover	Spread	Full Page	2/3	1/2	1/3	1/4	1/6	Cost
Education	2020									
Features	2020									
Rally Recap	2020									
<b>TOTAL</b>										

**Advertising Material:** coming from: \_\_\_\_\_ Date: \_\_\_\_\_

**Comments or Special Instructions:** \_\_\_\_\_

**Method of Payment:**     Check (Made out to USPC, Inc., in U.S. funds only)

Visa     MasterCard    Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_

Cancellations or changes in orders cannot be accepted after the published closing date. All copy elements are subject to Publisher approval. Advertiser and/or its agency acknowledges receipt of and agrees to the terms and conditions included in the publications' current rates.

Terms: Pre-payment is required for all first time insertions. Advertiser will be invoiced per issue of advertisement thereafter. If invoice is not paid within 30 days of invoice date, a 1.5% interest rate will be charged per month on past due accounts. Ads will be subject to cancellation if invoice is past due 60 days. Please see advertising rate sheet and follow the requirements on supplied artwork.

**Signature required:** \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

<p><b>Please return this signed contract with payment to:</b></p> <p>Marketing &amp; Communications Coordinator          USPC • 4041 Iron Works Parkway • Lexington, KY 40511          Phone: 859-254-7669, ext. 236      Fax: 859-233-4652          Email: advertising@ponyclub.org</p>	<p><b>Please send ad material to Editor:</b></p> <p><b>Shelley Mann</b>, Marketing &amp; Communications Director          USPC • 4041 Iron Works Parkway • Lexington, KY 40511          Phone: 859-254-7669, ext. 224      Fax: 859-233-4652          Email: marketing@ponyclub.org</p>
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