

Guidelines for Submitting Content for USPC Publications

The USPC Marketing and Communications Department is here to help make your content as readable and visually appealing as possible. Below are some guidelines that will help us to achieve that goal. If you need help submitting content, please email communications@ponyclub.org.

Discover USPC Magazine/Blog

We welcome article submissions from members, leaders, volunteers, and friends of Pony Club. Stories about your personal experiences with Pony Club, including the highs and lows, lessons Pony Club has taught you, special horses and ponies, friendships, and recaps and reflections on Pony Club events, are great. We also love to hear stories about Pony Club members out and about doing interesting things. Or, if wish to share your knowledge, including tips and tricks for certifications and rallies; horse care how-tos, and riding and training advice, and more, please feel free to submit to USPC at communications@ponyclub.org. The following tips will help you with submission.

Articles/Blog Post Text

- Articles range in length from 800 words to 1,500 words. If you aren't sure if USPC can use the content, you can always send an article idea to communications@ponyclub.org. Please include a brief paragraph summarizing what you want to write about, and list your expert sources/interviews, if you will be interviewing additional people or experts. For examples of what we publish, visit <https://issuu.com/usponyclubs>.
- Please don't annotate articles like how research papers are annotated.
- Suggest a catchy headline but also something that would be searchable online. For instance, "Tips for Feeding Your Horse," versus "Tips for Feeding."
- Remember to add your name as a byline, your title, and all of your connections to Pony Club (e.g., USPC National Youth Board member or Chief Horse Management Judge). A short author bio of 2-3 sentences is also helpful.
- If you are sending an article that is a reprint, get permission and forward on that email to communications@ponyclub.org, and please let us know where and when it was published previously.

Photos

- Photos are a great addition to any article. However, always ensure that you own the rights to any image you submit or that you have gotten permission from the photographer. Please send USPC that permission via a signed [photo release form](#) to communications@ponyclub.org.
- Please email the actual photos or a link to a Google Drive or Dropbox folder, not a link to where photos are published online, and please do not embed photos within a Word document. Photos/file links should be sent to communications@ponyclub.org.

- Magazine articles and blog posts may have multiple photos, so it's nice to have a selection to choose from. You are welcome to send up to 10 images as possible options.
- Images should be high resolution (300 dpi at a very minimum of 4x6 inches). Small file sizes, such as 100k, usually will not reproduce well in a print publication, but can be used online. Images may also be used on social media and other platforms to promote the content.
- For the blog, images can be higher resolution or as low as 72 dpi at 800 pixels wide (our preferred minimum size). If you have questions on these specs, please email us at communications@ponyclub.org.
- Please include captions and the photo credit, even if it is just "Courtesy [Your Name]." For photos taken by a professional or amateur photographer, please find out how they would like the photo credit to read and send that with the image. As mentioned above, we will need a signed [photo release form](#) sent to communications@ponyclub.org for all photos. If you have an idea for a photo or graphic, but don't have that photo or graphic, please just let us know your suggestion.

Style Notes and Helpful Hints

Here are some tips to make your Pony Club article shine!

- Show your Pony Club pride through correct use of the organization's name: The United States Pony Clubs, Inc.; Pony Club; USPC; and United States Pony Clubs are all correct. (Don't forget to capitalize Pony Club!)
- Times change and terminology use does too: For instance, "ratings" are now called "certifications," the often-used term "Pony Clubber" should be "Pony Club member," etc. For more guidelines from USPC on style, check out the [USPC Style Guide](#), and also the [USPC Branding Guidelines](#) offer the official names to USPC events and programs.
- If you need additional experts or people, such as an interview source, to review your submission, please have them do so before sending to USPC so that they can suggest changes before submission.
- Use positive language. Using "can" instead of "can't" or "do" instead of "don't" are big pluses in an article.
- Talking about a member, affiliate, or friend of Pony Club? Include their club/center and region and their certification level.
- Content should be relevant to Pony Club and your audience and reflect Pony Club's standards.
- Be complete. Submit ALL relevant content, photos, and photo release forms together.