



Advertising Insertion Order

DATE*: _____

**PRODUCT, COMPANY OR ORGANIZATION BEING
ADVERTISED*:** _____

CONTACT PERSON*: _____

Phone*: _____ Fax: _____

Email*: _____

Street: _____

City/State/Zip _____

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: \$ _____

**Required fields*

Pony Club News Frequency Rate: <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										
Features										
Rally Recap										
TOTAL										

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>Please return this signed contract with payment to:</p> <p>Marketing & 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>Please send ad material to Editor:</p> <p>Shelley Mann, Marketing & 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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