

**UNITED STATES PONY CLUBS
POLICY STATEMENT**

SUBJECT: ADVERTISING AND COPY IN PONY CLUB PUBLICATIONS

POLICY NO: 9450

EFFECTIVE DATE: 5/2/93

REVISED: 10/29/16

I. PHILOSOPHY:

In order to provide information to readers of Pony Club publications, the Board of Governors recognizes its duty to publish advertising and other copy that is appropriate.

II. POLICY STATEMENT:

The policy of the Board of Governors is that the Executive Director and the Marketing & Communication Director, with oversight by the Board of Governors, shall screen all advertising and copy to be used in Pony Club publications, print and online, to ensure it meets advertising policy guidelines.

III. AMPLIFYING INSTRUCTIONS AND GUIDELINES:

- A. USPC, Inc. reserves the right to reject any advertising copy submitted without any stated reason.
- B. Advertising stating that it meets Pony Club requirements is acceptable providing it does so meet the stated requirements. The advertiser accepts responsibility for proving any claims that its products/services meet(s) such requirements.
- C. In order for advertising to be accepted in USPC publications, a signed contract between the advertiser and USPC, Inc. is required.
- D. All advertising shall meet guidelines established by USPC, Inc.
- E. Photographs, drawings, and pictures that depict any Pony Club activity must reflect USPC expectations and safety standards. Specifically, any photographs, drawings or pictures that display unsafe practices in USPC activities, unless intentionally used for historical or instructional purposes, will not be permitted.
- F. From time to time, the intent of this policy may be implemented through the use of a disclaimer or explanatory statement.

Revised Oct 2016

- G. USPC, Inc. does not accept advertising from the following categories of products, Tobacco, Alcohol, Contraceptives, and Firearms. This list may be amended at any time.

IV. **DELEGATION OF AUTHORITY:**

- A. The Executive Director shall have the responsibility for this policy.
- B. The President shall have oversight of this policy.

V. **ENACTMENT:**



Established: _____ Date: 02/01/03

Board President