

# ADVERTISING SPECIFICATIONS

## Magazine Ad Specifications

Size	Non-Bleed	With Bleeds	Design Notes
Spread	N/A	8.5" x 11"	2 separate pages; bleed all sides
Full Page	7.25" x 9.75"	8.5" x 11"	bleed all sides
Back Cover	N/A	8.5" x 9.25"	bleed both sides and bottom
	Vertical	Horizontal	
2/3 Page	4.7778" x 9.75"	7.25" x 6.4444"	
1/2 Page	3.5417" x 9.75"	7.25" x 4.7778"	
1/3 Page	2.3056" x 9.75"	7.25" x 3.1389"	
	Square: 4.7778" x 4.7778"		
1/4 Page	3.5417" x 4.7778"		
1/6 Page	2.3056" x 4.7778"		

### PRINTING SPECIFICATIONS

**Magazine Trim Size:** 8.25" x 10.75"

**Live Area:** 7.25" x 9.75"

**Print:** Sheet-fed

**Binding Style:** Saddle Stitch

### ADVERTISING SPECIFICATIONS

**File Format:** PDF, JPEG, PNG

**Resolution:** High (300 dpi)

Do not include printer marks. Include target URL to link the ad for digital version. Files must be created as print-ready with fonts, high-resolution images and graphics embedded. Advertiser is responsible for any additional conversion charges. Please send your ad as an attachment to [advertising@ponyclub.org](mailto:advertising@ponyclub.org).

## Commissions & Terms

**Discounts:** Additional discounts are available for advertisers in *Discover USPC* on three or six-time insertion contract. Please inquire. Pony Club Sponsors and Partners 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 will be assessed on balance outstanding 30 days after initial invoice date.

**Cancellations or changes:** In writing prior to closing date.

### Advertising Policy

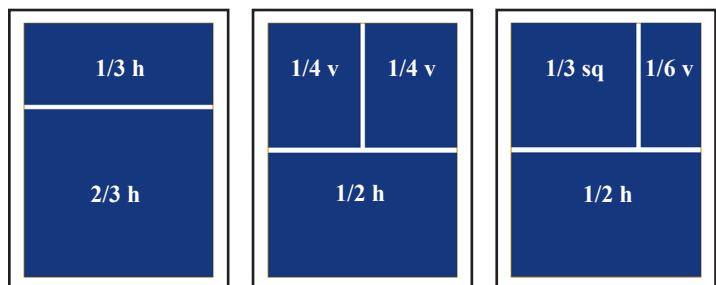
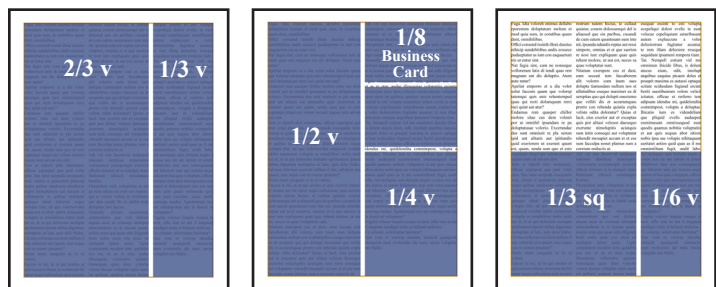
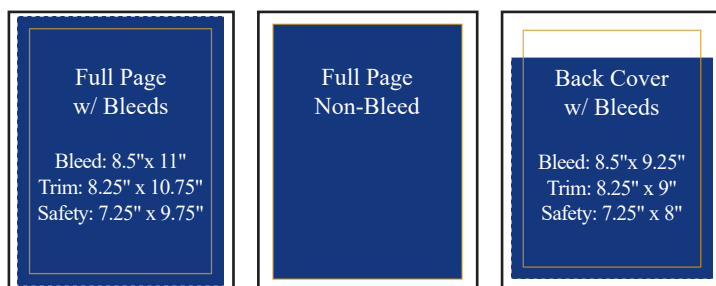
Pony Club reserves the right to reject any ad submitted. No advertisement will be accepted that states or implies Pony Club endorsement. Advertising stating that a product or service meets Pony Club requirements is acceptable, provided the information is correct. The burden of proof for meeting those 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 a 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 that 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.



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## Contact

[advertising@ponyclub.org](mailto:advertising@ponyclub.org)

(859) 254-7669

The United States Pony Clubs, Inc.

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