2025 ADVERTISING RATE CARD

DISCOVER USPC Magazine - Print & Digital

issuu.com/usponyclubs



Discover USPC, The Official Magazine of The United States Pony Clubs, Inc. will be published three times in 2025. Print edition rates include our full-color print publication, plus the digital edition featuring live links where your ad can offer one-click access to your website.

Discover USPC magazine is read by an equine-savvy audience with a broad age range. Readers include Pony Club's youth and adult members and their families, plus alumni, horse owners, and a vast network of volunteers, all with buying power and interest in horse-related products.

Magazine Deadlines

	Reserve Space	Materials Due
Issue 1	Feb. 21	March 3
Issue 2	May 23	June 2
Issue 3	Aug. 26	Sept. 1

Magazine Advertising Rates

Size	1x	2x (rate/each)	3x (rate/each)
Spread (2 Pages)	\$3,000	\$2,700	\$2,550
Back Cover	\$2,000	\$1,800	\$1,700
Inside Cover	\$1,700	\$1,530	\$1,445
Full Page	\$1,500	\$1,350	\$1,275
2/3 Page	\$1,200	\$1,080	\$1,020
1/2 Page	\$900	\$810	\$765
1/3 Page	\$600	\$540	\$510
1/4 Page	\$400	\$360	\$340
1/6 Page	\$300	\$270	\$255

blog.ponyclub.org

Pony Club Blog



The official blog of the United States Pony Clubs features member spotlights and updates on Pony Club events, plus horse care, riding, and horse management education, and useful tips to get the most out of Pony Club.

Blog Advertising Rates

Opportunities	Size	Duration	Rate
Sidebar Ad (static on all pages, includes home page and all articles)	270x270	1 month	\$150

All materials due 1 month in advance of posting.

Please inquire about custom packages, including print and digital advertising, or a mix of advertising and events.



Contact

advertising@ponyclub.org
 (859) 254-7669

2025 ADVERTISING RATE CARD

Sponsored Blog Content Packages

Share your message with the Pony Club community on multiple platforms through content from USPC experts.

Choice of Horse Management or Safety

- Logo and banner ad within the featured original content produced by Pony Club
- 1 post/month
- Social media & E-news promotion

Sponsored Blog Package

\$900/3 months - \$1,800/6 months - \$3,600/year

Safety

Including: Helmet Fit, Care and Technology • Injury
 Prevention • Heat-Related Illness and Safety • Emergency
 Preparedness • More!



Full Year Sponsor Bonus:

Includes opportunity to provide an article plus exclusive Eblast with article roundup

Horse Management

Including: Hoof Care • Grooming • Horse Handling
 • Equine Behavior • Tack & Equipment • Horse Health
 • Seasonal Care • Stable Management • More!

Member Spotlight Sponsorship SOLD

- Logo and banner ad within the featured content spotlighting a member, a local Pony Club or Riding Center, or a Pony Club Region
- 2 posts/month
- Social media promotion on multiple platforms
- Logo recognition with magazine content 3x/year



Member Spotlight Sponsor Packages: \$1,100/4 months - \$3,300/year SOLD

Additional Opportunities

Gain unique exposure through sponsorship of Pony Club's events and programs.

USPC Convention

January 28–February 1, 2026 Chicago area, Illinois

USPC Festival

July 13–19, 2026 Lexington, Ky. Please inquire about custom sponsorships.



Contact

advertising@ponyclub.org
 (859) 254-7669

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
2/3 Page	Vertical: 4.777	78" w x 9.75 h"	
1/2 Page	Horizontal: 7.2	5" w x 4.7778" h	
1/3 Page	Vertical: 2.305	56" w x 9.75" h	
	Square: 4.77	78" x 4.7778"	
1/4 Page	Vertical: 3.5417	7" w x 4.7778" h	
1/6 Page	Vertical: 2.3056	5" w x 4.7778" h	

Full Page w/ Bleeds Bleed: 8.5"x 11" Trim: 8.25" x 10.75" Safety: 7.25" x 9.75"







THE RESIDENCE WHEN PERSON	WHEN SHIPS THE R STREET	
	stoned gar sin parbus, cusedi	
	dr can open austrean run inv	
Mici commend issists (three dustines		
		1/3 v
stemps quis mix attentemped	semplies que qui di hapti mecheno	
pes qui recti delempam renti	que velliti do el acceneque	
not quiet aut atur?	proto cos rehenda quistia cigla	
Indanus non quaper chiller	value odita dolontus! Quias et	
notes size on den volent	Soit, else exerior set et excepter	
per at oeselfd (pandon or pa-	quis per altini veleses dieseque	
folgumne voleto. Evennder	eurore ninologità adequi-	
the same commission to pla serson	sun into conoqui su volupteur	
gid we altain au bislands	rehendit movapiet accum et et ew	
gold exercises at exercit quant ex. come, sends now out of exte-	sum facculps noted plantes sum a constant enducits at	
est, quam, senda sum que et este: camanai allani sur volum securi	Adi viti sim facerovid undapped	
squarqui anqui aut vinam receso. squar num sd ent oox sim.	mines dealers assessed	
Verse of, ulparit after constitute,	velocities district total per velocities district control cont	
officer converse our rose vote.	officia revenue at or estatuis mare	
war. I'm neer averale constants	Mahoner affecti continue	
	Osspident last, voluption or not	
	Nemodia alicius naromines,	
set et, et st qui déforates molique	stiput was so concept stemped	
pelionen ipunt albu dipriesis	minclendesto te si occum quem,	modigate across or followed resilience.
notoption at lars, quie duto blabo.	traitie none que quae odis illigendi	
Ed not erferum excissit millum il	best robs suin are nion of	
mi, edisitise simipsam, etse seque	melaptat lipinst main. Upiter	
on or compil (pounts)*	consisses acceber sist, quideles	NAME AND POST OFFICE ADDRESS OF THE OWNER, WHEN THE PARTY ADDRESS OF THE OWNER, WHEN THE PARTY ADDRESS OF THE OWNER, WHEN THE OWNER,
Hosis inum exequant or in ex-	on on, or so or our, solve	
	illospiae volovatio quiero	
Faccus no mi, set set qui arribas et autoroporto Mature, terangum arribit	rionaguia quas dem volunte versen duciae voluntari cerio sanis	
	remen docume voluption optic sames int auditor, countries increas insinis	

nod quia sum, in contibus quam	allocad que sin paribus, causadi	velocat opeliquiant enterbusan
Nat Sigle vire, care no noneoper	quae voluptatur sunt.	omnimon ibidde libus, in delant
sollerame late di tendi ques rest	Nitatum exempere cus et dest.	steen rise, odd, implest
magnum ent dis deleptis. Atom	een seconi ten facultenen	atquibus exquise picacet deles et
eate matter?	alit volono cara inun suo. Asianta famoudan melian assa et	prospit manima co autorii oprogra
Apolist emporto et a dia volor erbst faccum quam que voloron	alligitation cooper maximal on di-	scitate scidendam fagiand orcint berti specibosum seites setical
		bette santiboarum tettem tetter britatus, efficar et referen tere
atempei quis onte rehestemped mas aut meti debanquam nerri	semplias que qui delepti ensolvene per velliti dis et accommons.	admire idendo es radario ten-
per qui toti oceanquin soci	promo con referada quieria crafia.	commission, volume a delegan
Indames non quaper chiller	relies odita delentar? Quias et	Birmin ion or videndrillan
	lait, one currier and at encourage	one plicated crofts and area
pid exerison at exercit quest	sum faccilpa menit planue sum a	unritated action quid quan an il me
nd, spann, sende som span et ento	corriem enducits at.	consimilate figh, sold labor
		$1/6 \mathrm{v}$
	na	
	South sine que que odis illigradi	X celatur, wiverages harbour?
	NAME AND ADDRESS OF TAXABLE PARTY.	the rate or related whether
	mobiles done seen (\$10	second quadwood message
	named in column 2 is not a published	the same of the same of the same of
	COL COL OF DE PER COLUMN	Impac to tuck
	CANADA STATE OF THE PARTY OF TH	
	the same of the same of the same	

For the count years after recom-	All you can be proved authority marries dealers
region to resident entitles reported programme and controlled programme	And we are discovered excellenger assessment materials and straining and students of the continuous and straining and this continuous accounts and a straining and this continuous accounts are assessment as a straining and the continuous accounts account acco
the former of the control of the parties of the par	2 h



Rev.10.24

PRINTING SPECIFICATIONS

Magazine Trim Size: 8.25" x10.75"Live Area: 7.25" x 9.75"Print: Sheet-fedBinding Style: Saddle Stitch

ADVERTISING SPECIFICATIONS

File Format: PDF, JPEG, PNG

Resolution: High (300 dpi)

Do not include printer marks. Please 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.

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 booked by the advertiser prior to the publication of the first advertisement.

Advertisers assume liability for all content within ther 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.



Contact

advertising@ponyclub.org (859) 254-7669 The United States Pony Clubs, Inc. 4041 Iron Works Parkway, Lexington, KY 40511-8483