

# 2025 ADVERTISING RATE CARD

## DISCOVER USPC Magazine - Print & Digital

[issuu.com/usponyclubs](https://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

## Pony Club Blog

[blog.ponyclub.org](https://blog.ponyclub.org)



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 <small>(static on all pages, includes home page and all articles)</small>	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](mailto: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**



### Full Year Sponsor Bonus:

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

#### Safety

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

#### Horse Management

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

## Member Spotlight Sponsorship

- 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**

## Additional Opportunities

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

**USPC Convention**  
January 22–26, 2025  
Traverse City, Mich.

**USPC Festival**  
July 2026  
Lexington, Ky.

*Please inquire about custom sponsorships.*

 **Pony Club**  
*Where it all begins*

**Contact**

 [advertising@ponyclub.org](mailto: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: 4.7778" w x 9.75" h		
1/2 Page	Horizontal: 7.25" w x 4.7778" h		
1/3 Page	Vertical: 2.3056" w x 9.75" h		
	Square: 4.7778" x 4.7778"		
1/4 Page	Vertical: 3.5417" w x 4.7778" h		
1/6 Page	Vertical: 2.3056" w x 4.7778" h		

### 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. 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](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

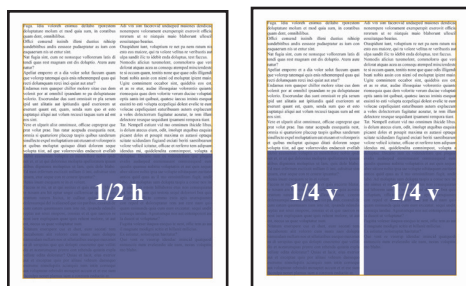
Pony Club reserves the right to reject any ad submitted. No advertisement will be accepted that states or implies Pony Club endorsement. Advertising stating that a product or service meets Pony Club requirements is acceptable, provided the information is correct. The burden of proof for meeting those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

Advertisers assume liability for all content within their ads. Acceptance of ad 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.



Rev.10.24