

# 2024 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 2024. 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 offers 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
Spring	Feb. 22	March 1
Summer	June 10	June 15
Fall/Winter	Aug. 26	Sept. 2

### 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

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

## 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 schedule (due by last Monday of each month).*

**Pony Club**  
Where it all begins

### Contact

✉ [advertising@ponyclub.org](mailto:advertising@ponyclub.org)  
☎ (859) 254-7669

# 2024 ADVERTISING RATE CARD

## Pony Club Podcast

[ponyclubpodcast.buzzsprout.com](http://ponyclubpodcast.buzzsprout.com)



The official podcast of The United States Pony Clubs, Inc. is promoted on all of our communication channels, reaching audiences across the web. Available on all major podcast platforms, including Apple Podcasts, Spotify, Amazon, Google Podcasts, Buzzsprout, and more.



## Podcast Advertising Rates

Opportunities	1x rate	6x package	12x package
Title Sponsor: 30- to 60-Second Commercial (includes show notes and social media mention)	\$250	\$1275	\$2,400
30-Second Commercial	\$150	\$765	\$1,440

## Podcast Deadlines

Episode	Reservations	Materials Due
January	11/15	12/1
February	12/15	1/2
March	1/15	2/1
April	2/15	3/1
May	3/15	4/1
June	4/15	5/1
July	5/15	6/1
August	6/15	7/1
September	7/15	8/1
October	8/15	9/1
November	9/15	10/1
December	10/15	11/1

## Advertising Packages

### Package—1x Advertising Combo

**\$1,700**

- 1x Full-Page Ad in *Discover USPC* (print & digital) - \$1,500 value
- 1x 30-Second Podcast Commercial - \$150 value
- 1-Month Sidebar Ad on the Pony Club Blog (visible on all pages) - \$150 value
- 1 Instagram Story and 1 Facebook Post - BONUS (\$300 value)

**Total value of \$2,100**

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

## Additional Opportunities

Gain unique exposure through a variety of sponsorships at Pony Club's events.

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

**USPC Festival**  
July 15–22, 2024  
Lexington, Ky.

**Join us in celebrating  
USPC's 70th Anniversary**  
1954–2024



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# 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

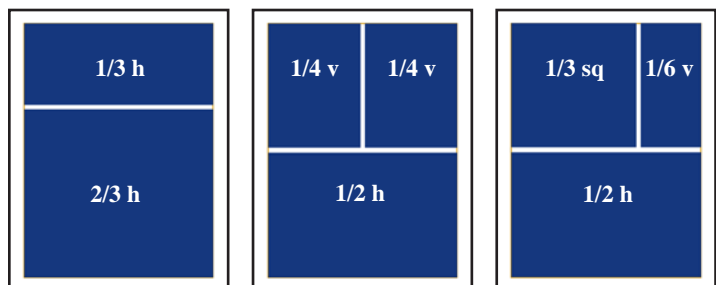
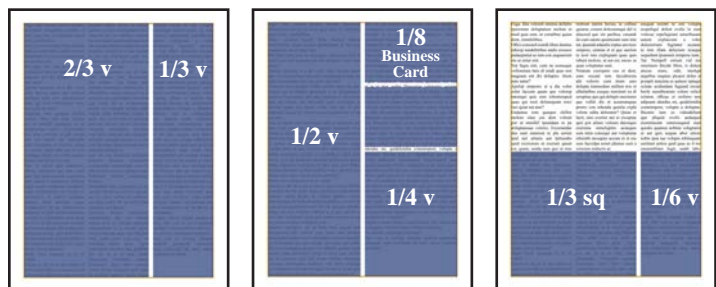
Pony Club reserves the right to reject any ad submitted. No advertisement will be accepted that states or implies Pony Club endorsement. Advertising stating that a product or service meets Pony Club requirements is acceptable, provided the information is correct. The burden of proof for meeting those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

4041 Iron Works Parkway, Lexington, KY 40511-8483