# 2025 ADVERTISING RATE CARD

## **DISCOVER USPC Magazine - Print & Digital**

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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<br>(rate/each) | 3x<br>(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<br>(static on all pages, includes<br>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

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# **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

#### I 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.



Contact

# **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"









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#### **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