

# Aiken Polo Magazine, 2018

## A Quality Publication

- ♦ The Aiken Polo magazine is a glossy souvenir publication with the highest production values.
- ♦ The magazine features original articles and photographs that bring the Aiken Polo experience to life.
- ♦ This is a magazine that will be kept on the coffee table and referred to throughout the year.

## Local & National Distribution

- ♦ The magazine is distributed at all Aiken Polo Club games & matches.
- ♦ Available at retail outlets, real estate offices & equestrian locations in Aiken and beyond.
- ♦ Distributed at local and regional hotels
- ♦ Direct mailed to polo players in the United States and Canada.

## Web Publishing and Links

- ♦ The entire magazine is digitized and posted on the website.
- ♦ The digital magazine is promoted via email and social media to all polo players in the United States
- ♦ Live links will be available from each digital ad.

## Targeted Audience

- ♦ Polo players and fans have high net worth and substantial discretionary income.
- ♦ The magazine will be delivered directly into the hands of this desirable audience.

## Dates and Contacts

**AD DEADLINE: MARCH 23, 2018**

Contact: Susie Kneece: 803-646-3302

skneece@bellsouth.net

Checks to Aiken Polo Club,

P.O. Box 3021, Aiken, SC 29802.

Call for Visa, MasterCard or Discover

Or fill out a credit authorization to mail, email or fax.



## ADVERTISING RATES, 2018

<b>Back Cover Color:</b>	<b>\$2,000.00</b>
<b>Inside Back Cover Color:</b>	<b>\$1,500.00</b>
<b>Inside Front Cover Color:</b>	<b>\$1,500.00</b>
<b>Premium Location Color:</b>	<b>\$1,250.00</b>
<b>Color Full Page:</b>	<b>\$1,000.00</b>
<b>Color Half Page:</b>	<b>\$ 600.00</b>

<b>Color Quarter Page:</b>	<b>\$ 400.00</b>
<b>Color Business Card:</b>	<b>\$ 200.00</b>
<b>B &amp; W Full Page:</b>	<b>\$ 600.00</b>
<b>B &amp; W Half Page:</b>	<b>\$ 400.00</b>
<b>B &amp; W Quarter Page:</b>	<b>\$ 200.00</b>
<b>B &amp; W Business Card:</b>	<b>\$ 100.00</b>



# AIKEN POLO CLUB

POLO MAGAZINE 2018

P. O. BOX 3021

Aiken, SC 29802

skneece@bellsouth.net

ADVERTISER: \_\_\_\_\_

DATE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## INSERTION ORDER

____ Back Cover Color:	\$2,000.00	____ Color Quarter Page	\$ 400.00
____ Inside Back Cover Color:	\$1,500.00	____ Color Business Card	\$ 200.00
____ Inside Front Cover Color:	\$1,500.00	____ B & W Full Page	\$ 600.00
____ Premium Location Color	\$1,250.00	____ B & W Half Page	\$ 400.00
____ Inside Color Full Page	\$1,000.00	____ B & W Quarter Page	\$ 200.00
____ Color Half Page	\$ 600.00	____ B & W Business Card	\$ 100.00

\_\_\_\_ PLEASE BILL ME

NAME ON CARD \_\_\_\_\_

\_\_\_\_ CASH OR CHECK ENCLOSED

CARD # \_\_\_\_\_

\_\_\_\_ VISA OR MASTERCARD

EXP: \_\_\_\_\_ CID# \_\_\_\_\_

TOTAL DUE \_\_\_\_\_

APPROVED BY \_\_\_\_\_

**ALL INSERTION ORDERS AND ARTWORK ARE DUE ON FRIDAY, MARCH 23, 2018**

### ADVERTISING SIZES AND SPECIFICATIONS

#### SIZE OF ADVERTISEMENTS

Back Full Color Cover	8½" x 11"
Inside Back Color Cover	7½" x 9¾"
Inside Front Color Cover	7½" x 9¾"
Premium Location Color	7½" x 9¾"
Inside Color Full Page	7½" x 9¾"
Color Half Page	7½" x 4½"
Color Quarter Page	3¼" x 4½"
B & W Full Page	7½" x 9¾"
B & W Half Page	7½" x 4½"
B & W Quarter Page	3¼" x 4½"
Business Card	3¼" x 2"

Full pages may bleed. Please be sure that your bleeds are 1/4 inch larger than the page size all around.

#### PREFERRED FORMATS

We prefer advertisements in electronic format, either submitted on disk, or delivered via e-mail. **PLEASE SENT TO BOTH: AikenPoloMagazine@gmail.com AND skneece@bellsouth.net.** Electronic formats that we can accept include PDF, JPG, EPS, PSD, TIF, InDesign. PDF or JPG formats are preferred. Please call for other formats.

**We CANNOT read or accept Microsoft Publisher Documents!**

If you would like to send us electronic photos to place in your ad, please be sure that they have a resolution of at least 300 dpi in the size that they will print.

**PLEASE NAME YOUR AD FILE WITH A DISTINCTIVE NAME. DO NOT CALL YOUR AD "AIKEN POLO AD!" PUT YOUR COMPANY NAME ON IT.**

Please mail back this form with your check to Aiken Polo Magazine, P.O. Box 3021, Aiken, SC 29802.  
Alternatively, you may fax it to 888.395.9291 or e-mail it to skneece@bellsouth.net