

Aiken Polo Magazine, 2022

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 & Canada.

Web Publishing & 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 18, 2022

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, AMEX or Discover

Or fill out a credit authorization to mail or email.



ADVERTISING RATES, 2022

Back Cover Color:	\$2,250.00	Color Quarter Page:	\$ 500.00
Inside Back Cover Color:	\$1,750.00	Color Business Card:	\$ 250.00
Inside Front Cover Color:	\$1,750.00	B & W Full Page:	\$ 750.00
Premium Location Color:	\$1,500.00	B & W Half Page:	\$ 500.00
Color Full Page:	\$1,250.00	B & W Quarter Page:	\$ 250.00
Color Half Page:	\$ 750.00	B & W Business Card:	\$ 150.00



AIKEN POLO CLUB

POLO MAGAZINE 2022

P. O. BOX 3021

Aiken, SC 29802

skneece@bellsouth.net

ADVERTISER: _____

DATE: _____

TELEPHONE: _____

EMAIL: _____

INSERTION ORDER

____ Back Cover Color:	\$2,250.00	____ Color Quarter Page	\$ 500.00
____ Inside Back Cover Color:	\$1,750.00	____ Color Business Card	\$ 250.00
____ Inside Front Cover Color:	\$1,750.00	____ B & W Full Page	\$ 750.00
____ Premium Location Color	\$1,500.00	____ B & W Half Page	\$ 500.00
____ Inside Color Full Page	\$1,250.00	____ B & W Quarter Page	\$ 250.00
____ Color Half Page	\$ 750.00	____ B & W Business Card	\$ 150.00

____ PLEASE BILL ME

NAME ON CARD _____

____ CASH OR CHECK ENCLOSED

CARD # _____

____ VISA OR MASTERCARD

EXP: _____ CID# _____

TOTAL DUE _____

APPROVED BY _____

ADVERTISING SIZES AND SPECIFICATIONS

SIZE OF ADVERTISEMENTS

Back Full Color Cover	8.5" x 11"
Inside Back Color Cover	8.5" x 11"
Inside Front Color Cover	8.5" x 11"
Premium Location Color	7.28" x 9.75"
Inside Color Full Page	7.28" x 9.75"
Color Half Page	7.28" x 4.625"
Color Quarter Page	3.5" x 4.625"
B & W Full Page	7.28" x 9.75"
B & W Half Page	7.28" x 4.625"
B & W Quarter Page	3.5" x 4.625"
Business Card	3.5" x 2.25"

Full pages may bleed. Bleed size: 8.75" X 11.25." Keep all text within a 7.28" X 10" safe area

PREFERRED FORMATS

We prefer advertisements in electronic format, delivered via e-mail. **PLEASE SEND 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 e-mail it to skneece@bellsouth.net