

# Aiken Polo Magazine, 2025



## 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: February 28, 2025** Contact:

Susie Kneece: 803-646-3302

[skneece@bellsouth.net](mailto: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, 2025

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



# AIKEN POLO CLUB

POLO MAGAZINE 2024

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	8.75" x 11.25"
Inside Back Color Cover	8.75" x 11.25"
Inside Front Color Cover	8.75" x 11.25"
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