

POLO

About Us:

Founded in 1975, POLO magazine is the longest running polo magazine in the world. Since its beginning, it has been the official publication of the United States Polo Association, the governing body for the sport in the United States.

POLO, a glossy, full-color publication, is delivered every other month to every member of the United States Polo Association, as well as other players, sponsors, fans and game officials. Member surveys regularly rate the publication as one of the most important benefits members receive.

By and large, stories are written by polo players, for polo players. The magazine continues to chronicle the sport, covering all the action and drama on the field as well as giving an insider's look behind the scenes.

Stories include those from the world of professional polo: the best equine and human athletes competing for the sport's top prizes; the passionate and dedicated individuals competing at the amateur level at clubs throughout the country; as well as interscholastic and intercollegiate polo, junior polo, women's polo and senior polo.

We regularly include articles on game strategy and playing tips, horse care, international polo, social news and game results.



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Advertising Rates

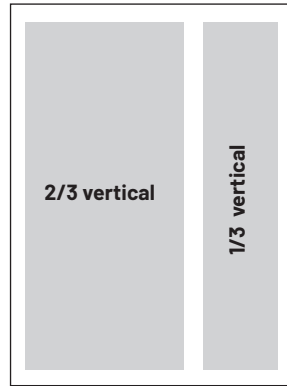
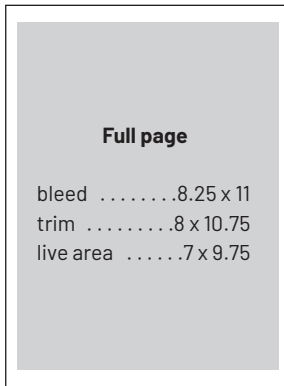
Number of issues	1X	3X	6X
Full Page	\$1600	\$1400	\$1200
Two-Thirds	\$1200	\$1000	\$800
One-Half	\$800	\$700	\$600
One-Third	\$600	\$500	\$400
One-Sixth	\$400	\$350	\$300
Cover 2 & 3	\$1800	\$1500	\$1300
Cover 4	\$2000	\$1750	\$1500

No additional charge for bleed. Ten percent position premium. Price listed is price per issue.

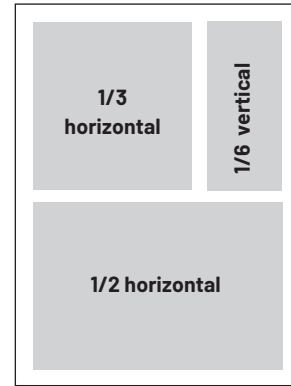


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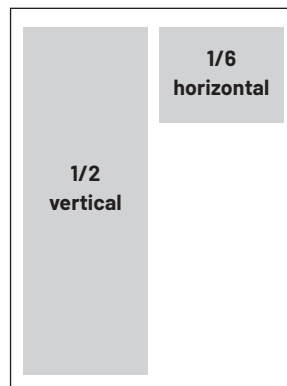
ADVERTISING PRODUCTION SPECIFICATIONS



2/3 vertical4.58 x 9.75
1/3 vertical2.16 x 9.75



1/3 horizontal4.58 x 4.75
1/6 vertical2.16 x 4.75
1/2 horizontal7 x 4.75



1/2 vertical3.375 x 9.75
1/6 horizontal3.375 x 3.12

Deadline for material: 10th of month prior to submission.

All artwork must be electronically submitted: high resolution PDF, JPG, TIF, EPS

Please send artwork to: David Beverage • David@NorthHavenDesign.com

Ad production questions: 267-740-2176

Fonts/Supporting graphics

All fonts must be included with native files, or embedded into your document. All images must be converted to CMYK or Grayscale with a **minimum of 300dpi**.

All rates apply to finalized artwork, supplied by the advertiser.

Production charges will apply for any typesetting, layout/design, or any other production services.

Call 862-362-0113 with any submission or payment inquiries.