



2017 RPSBS ANNUAL

Information for Advertisers

2017 Display Advertising

Full Page Colour Advert	\$330.00 inc GST
Full Page Colour Advert + Stud News Single colour ad + one page colour stud news	\$430.00 inc GST
Half Page Colour Advert	\$200.00 inc GST
Double Page Colour Advert	\$600.00 inc GST
Colour Deluxe Package Double page colour ad + one page colour stud news	\$660.00 inc GST

Advertising Material Specifications

Full Page (Must have 5mm Bleed on all sides)

Trim size 210mm h X 148mm w
Live copy area 188mm h X 128mm w

Text must not fall outside this area. This includes designer / photographer credits.

Half Page (No Bleed Required)

Trim size 93mm h X 128mm w

Print ready artwork must be supplied:

IMAGES

Supplied in high resolution, CMYK and 300dpi.
(Do not send photos in Word documents, saved from facebook, saved or sent from smart phones or directly off websites)

PDF

PDF files must be supplied as CMYK and Press Ready
(300dpi images and fonts embedded) with 5mm bleed and trim lines (for full size)

JPG

300dpi CMYK High Resolution JPG files are accepted but not preferred.

Your artwork will not be accepted if it is not the correct size or format.

2017 Annual Advertisement Design

Show Pony Graphics are proud to once again be designing the 2017 Annual and are also the recommended designer for advertising artwork. We are pleased to offer the following discounted design rates to RPSBS Members:

FULL PAGE \$88.00 inc gst
210mm h X 148mm w

HALF PAGE \$55.00 inc gst
93mm h X 128mm w

ALL designs include a web copy for use on social media.

Contact Us Direct

Ph: (03) 5789 1419

Email: despina@spgraphics.com.au

www.spgraphics.com.au



2017 Members' Gallery Photos

1/2 Page Colour Photo / Caption	\$99.00 inc GST
Title Page Photo and longer caption	\$150.00 inc GST

Minimum performance requirements are a win, champion or reserve champion at any show since January 2015. Results can be attained in hand or under saddle, in Riding Pony or open classes.

Pony Details (Caption)

- Full registered name of pony (Sire name x Dam name)
- Breeder, Owner and Riders Name (if applicable)
- Up to three show results from January 2015 to March 2016

Use the following format:

Show Name / Year:
Award: (1st, Champion or Reserve Champion)
Class Name:
Photo: Photographer's name

Pony Photos

- Your pony's photo must be landscape format and be a full body shot.
- The photo may include a handler and/or rider and ribbons, garlands or rosettes.
- The pony must not be wearing a rug or bandages.
- Photos must be in JPEG format with a minimum file size of 2Mb.
- The file name for the photo must be your pony's full registered name.

Attach your photo and caption text in a word document and email it to: rpsbs.annual@gmail.com

Your email subject line must be:
Gallery Photos - Your Name & Membership No.

2017 Banner Advert

Banners are positioned at the bottom of editorial pages.

Banner 25 mm h x 128 mm w
(Includes artwork by Show Pony Graphics)
\$95.00 inc GST

Banner 25 mm h x 128 mm w
(Artwork supplied by Advertiser Print Ready)
\$75.00 inc GST



2017 Stud Directory \$143.00 inc GST

1/3 Page Colour Photo / Caption

- Photos must be high resolution JPEG format with a minimum file size of 500Kb.
- Photos must have a photographer's credit.
- Your copy must include the following:
 - Stud Name
 - Maximum 80 words descriptive text
 - Owner Name
 - Address
 - Telephone
 - Email (optional)
 - Website or Facebook Page (optional)

BOOKING DEADLINE: MAY 19, 2017

ARTWORK DEADLINE: JUNE 16, 2017



2017 RPSBS ANNUAL

Advertising Booking Form

BOOKING DEADLINE: MAY 19, 2017 ARTWORK DEADLINE: JUNE 16, 2017

Advertiser Name Member No.

Stud Name

Address

Suburb Postcode

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Email Fax

QTY	Advertisement Type	Cost	Total
	Full Page Colour Advert	\$330.00 inc GST	
	Full Page Colour Advert + Stud News Single page colour ad + one page colour stud news	\$430.00 inc GST	
	Half Page Colour Advert	\$200.00 inc GST	
	Double Page Colour Advert	\$600.00 inc GST	
	Colour Deluxe Package Double page colour ad + one page colour stud news	\$660.00 inc GST	
	Gallery Photos (1/2 page photo / caption)	\$99.00 inc GST	
	Banner Advert (small banner at the bottom of editorial) Includes artwork	\$95.00 inc GST	
	Banner Advert (small banner at the bottom of editorial) Advertiser to supply print ready artwork	\$75.00 inc GST	
	Stud Directory (1/3 page photo / text)	\$143.00 inc GST	
	TOTAL BOOKING		\$

PAYMENT OPTIONS

Cheque Mail to RPSBS, PO Box 623 RICHMOND, NSW 2753

Bank transfer of funds Deposit to ANZ Bank BSB: 012 482 Account No: 9018 79841
Use your membership number and stud name as identifiers on your deposit

Credit Card **Mastercard** **Visa** Please debit my credit card with \$

Card Number

CVV Expiry Date /

Name on card Cardholder's signature

Mail your completed booking form to RPSBS, PO Box 623 RICHMOND, NSW 2753
or **Email** to registrar@rpsbs.com.au