



2018 RPSBS ANNUAL

Information for Advertisers

2018 Display Advertising (inc gst)

Display advertisers who provide a suitable photo / caption of one of their ponies are assured of having it included in an appropriate section of the Annual. The pony can be owned by the advertiser or another member.

Full Page Colour Advert **\$290.00**

1 x free stallion directory listing.

Full Page Colour Advert + Full Page Stud News **\$380.00**

(stud news standard layout up to 3 photos)

1 x free stallion directory listing.

Full Page Stud News Only **\$150.00**

Standard Layout text with up to three photos.

Half Page Colour Advert **\$150.00**

Double Page Colour Advert **\$520.00**

Up to 3 free stallion directory listings.

Colour Deluxe Package **\$600.00**

(2 full page colour adverts + single stud news)

Up to 3 free stallion directory listings.

2018 Members' Gallery Photos (inc gst)

1/2 Page Colour Photo / Caption **\$88.00**

Title Page Photo and longer caption **\$150.00**

Minimum performance requirements are a win, champion or reserve champion at any show since January 2016. 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 2016 to March 2018

Use the following format:

Show Name / Year:

Award: (1st, Champion or Reserve Champion)

Class Name:

Photo: Photographer's name

Pony Photo

- 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.

NEW Product / Services Directory (inc gst)

This handy affordable directory is ideal for small businesses for related products such as browbands, show ring products, horse rugs, etc. Artwork to be provided print ready. **FREE listing on our website for 12 months**

Product Directory (1/4th Page) **\$66.00**

NEW Stallion Directory (inc gst)

We want to create a comprehensive riding pony stallion directory, and are pleased to offer these very affordable rates including a **FREE listing on our website for 12 months**

Stallion Directory (1/4th Page) **\$55.00**

Stallion Details

- Full registered name of Stallion
- Registration Number
- Sire / Dam
- DOB / Colour / Height
- Stud Fee
- Location
- Contact Name / Phone / Email / Website

Stallion Photo

- Your pony's photo must be landscape format.
- Photos must be in JPEG format with a minimum file size of 2Mb.
- Photo credit must be included.



NEW Producers Directory (inc gst)

This handy affordable directory will help pony owners find trainers / producers for their ponies. The directory will be organised in states. **FREE listing on our website for 12 months**

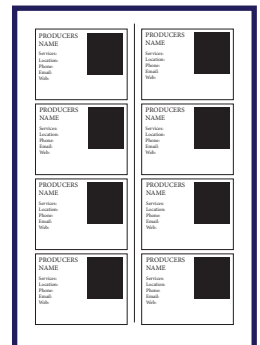
Producers Directory (1/8th Page) **\$33.00**

Producers Details

- Producers Name
- Services (max 20 words)
- Location
- Phone, Email, Web

Producers Photo or logo

- Photo must be in a portrait format with photo credit included.
- Photos must be in JPEG format with a minimum file size of 2Mb.
- Logo can be JPEG or PDF



EARLY BIRD SPECIAL: 10% OFF If booked & paid in full before Friday 6th April, 2018

BOOKING DEADLINE: 18th May, 2018 ARTWORK DEADLINE: 8th June, 2018



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Artwork Submission / Specifications

Advertising Submissions

- Submit your booking form / payments to the National Office:
E: registrar@rpsbs.com.au
Post: RPSBS Registrar
PO Box 623 Richmond NSW 2753
- Gallery Photos, Stallion or Producers Directory email your photo / advert details to annual@rpsbs.com.au
- Display Advertising or Product Directory print ready adverts can be emailed to annual@rpsbs.com.au

2018 Annual Advertisement Design

Show Pony Graphics are proud to once again be designing the 2018 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

1/4th Page \$44.00 inc gst
90mm h X 62mm 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



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

1/4th Products / Services (No Bleed Required)

Trim size 90mm h X 62mm 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.

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Advertising Booking Form

EARLY BIRD SPECIAL: 10% OFF If booked & paid in full before Friday 6th April, 2018

BOOKING DEADLINE: 18th May, 2018 ARTWORK DEADLINE: 8th June, 2018

Advertiser Name Member No.

Stud / Business Name

Address

Suburb State Postcode

Ph Mob

Email

QTY	Advertisement Type	Cost	Total
	Full Page Colour Advert 1 x free stallion directory listing. Can provide photo / caption to be put in an appropriate section of the annual.	\$290.00 inc GST	
	Full Page Colour Advert + Full Page Stud News (standard layout up to 3 photos) 1 x free stallion directory listing. Can provide photo / caption to be put in an appropriate section of the annual.	\$380.00 inc GST	
	Full Page Stud News Only (standard layout up to 3 photos)	\$150.00 inc GST	
	Half Page Colour Advert	\$150.00 inc GST	
	Double Page Colour Advert Up to 3 free stallion directory listings. Can provide photo / caption to be put in an appropriate section of the annual.	\$520.00 inc GST	
	Colour Deluxe Package (2 full page colour adverts + single stud news) Up to 3 free stallion directory listings. Can provide photo / caption to be put in an appropriate section of the annual.	\$600.00 inc GST	
	Members Gallery Photos (1/2 page photo / caption)	\$88.00 inc GST	
	Stallion Directory (1/4th Page) (1 photo & standard layout) Free 12 months listing on the website.	\$55.00 inc GST	
	Producers / Trainers Directory (1/8th Page) (1 photo or logo & standard layout) Free 12 months listing on the website.	\$33.00 inc GST	
	Products & Services Directory (1/4th Page) Free 12 months listing on the website.	\$66.00 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