



2024  
RPSBS Annual  
MEDIA KIT

# The Riding Pony Stud Book Society Ltd Annual

Is a yearly much loved publication read cover to cover, that all members look forward to receiving in the mail. The RPSBS Ltd is the only printed publication received by Riding Pony Stud Book Society members.

A quality full colour publication of approximately 180 pages that summarises the year along with interesting articles, Riding Pony history, profiles, stallions and relevant products.

The Annual then becomes a historical document to look back at for many years to come. Members will often use the Annuals to research historical bloodlines and ponies competition history.

The annual is distributed to all members, published online for the general public to view, and also given to new members to welcome them to the society.

## Audience

The Riding Pony Stud Book Society Ltd members include breeders, stallion owners, pony enthusiasts and riders and handlers of all ages. These members compete predominately in the disciplines of Open Showing, Breed Showing, Dressage and Pony Club.

## Advertising Benefits

**Advertisers in the RPSBS Ltd Annual receive additional benefits to their print advertisement in the RPSBS Annual:**

## Social Media Promotion

**Full and half page adverts are shared once on our popular and engaged social media channels.**

Stallions are shared once during the breeding season to a specific captured audience.

## The RPSBS Website [www.rpsbs.com.au](http://www.rpsbs.com.au)

**Full and half page adverts are listed in the online directory for 12 months. Stallions are listed in a specific directory.**

The RPSBS Ltd has an active and up to date website which is the hub for all things Riding Pony, including the online stud book, up to date rules and regulations and an online library which includes Riding Pony publications back to 1977.

The website averages approximately 5,000 unique visits every month and approximately 9,000 visits every month.





# 2024 RPSBS ANNUAL

## Advertising Rates

### NEW BOOK & PAY ONLINE

You can now book advertising and pay online by clicking the buttons below.  
Manual bookings are still available using the form on the last page.

#### Display Advertising (inc gst)

##### Full Page Colour Advert

**\$290.00**

1 x free stallion directory listing and foal gallery photo. Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Full Page Colour Advert + Full Page Stud News

**\$380.00**

Stud news standard layout up to 3 photos.

1 x free stallion directory listing and foal gallery photo. Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Full Page Stud News Only

**\$150.00**

Standard Layout text with up to three photos.

[BOOK NOW](#)

##### Half Page Colour Advert

**\$150.00**

Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Double Page Colour Advert

**\$520.00**

Up to 3 free stallion directory listings and foal gallery photos. Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Colour Deluxe Package

**\$600.00**

(2 full page colour adverts + single stud news) Up to 3 free stallion directory listings and foal gallery photos.

Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Members' Gallery Full Page

**\$154.00**

Two gallery photos with caption. Title above photos for the show team name, owners name, or stud name.

[BOOK NOW](#)

##### Members' Gallery Half Page

**\$88.00**

Single with caption. Title above photos for the show team name, owners name, or stud name.

[BOOK NOW](#)

##### Stallion Directory (1/4 Page)

**\$55.00**

Standard Layout single photo (no text on photo) and standard text layout. Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Product Directory (1/4th Page)

**\$70.00**

Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Product Directory (1/2 Page)

**\$150.00**

Single social media share & 12 months listed on the RPSBS Website.

[BOOK NOW](#)

##### Foal Gallery Photo (1/4th Page)

**\$55.00**

1/4 page photo and description

[BOOK NOW](#)

**EARLY BIRD SPECIAL: 10% OFF Advertising If booked & paid in full before *Friday 26th April, 2024***

**BOOKING DEADLINE: 31st May, 2024   ARTWORK DEADLINE: 14th June, 2024**



Riding Pony Stud Book Society Ltd  
ACN 129 850 531 ABN 18 129 850 531  
Post Office Box 623 RICHMOND NSW 2753  
Ph: (02) 4577 5530

Riding Pony Stud Book Society Ltd Publicity  
Contact: Despina Mitrakas  
Email: [publicity@rpsbs.com.au](mailto:publicity@rpsbs.com.au)  
Ph: (03) 5789 1419



# 2024 RPSBS ANNUAL

## Artwork Specifications

**Important, your advert MUST be supplied to the following specifications  
Artwork set up for social media won't be accepted. It must be print ready.**

### Full Page

**Bleed - add 5mm Bleed on all sides.**

Trim size 210mm h X 148mm w  
Live copy area 190mm 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

### Stud News

Provide text up to 400 words.  
3 x high resolution photos with descriptions & photo credits.

### Stallion Directory

#### 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. Photos can be a collage of two photos but cannot contain text.

### 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.

**There will be an additional charge if we are required to alter artwork to meet print specifications.**

### Artwork Submissions

- **Gallery Photos or Stallion Directory** email your photo / advert details to [annual@rpsbs.com.au](mailto:annual@rpsbs.com.au)
- **Display Advertising or Product Directory** print ready adverts can be emailed to [annual@rpsbs.com.au](mailto:annual@rpsbs.com.au)

## 2024 Annual Advertisement Design

Show Pony Creative are proud to once again be designing the 2024 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 \$99.00 inc gst**  
210mm h X 148mm w

**HALF PAGE \$66.00 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: [info@showponycreative.com.au](mailto:info@showponycreative.com.au)

[www.showponycreative.com.au](http://www.showponycreative.com.au)

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ACN 129 850 531 ABN 18 129 850 531  
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**Riding Pony Stud Book Society Ltd Publicity**  
Contact: Despina Mitrakas  
Email: [publicity@rpsbs.com.au](mailto:publicity@rpsbs.com.au)  
Ph: (03) 5789 1419



# 2024 RPSBS ANNUAL Advertising Booking Form

**BOOKING DEADLINE: 31st May, 2024    ARTWORK DEADLINE: 14th June, 2024**

Name ..... Stud / Business Name .....  
Member No: ..... Ph .....  
Address .....  
Suburb ..... State ..... Postcode .....  
Email .....

QTY	Advertisement Type	Cost inc gst	Total
	<b>Full Page Colour Advert</b> 1 x free stallion directory listing & foal photo.	<b>\$290.00</b>	
	<b>Full Page Colour Advert + Full Page Stud News</b> (standard layout up to 3 photos) 1 x free stallion directory listing & foal photo.	<b>\$380.00</b>	
	<b>Full Page Stud News Only</b> (standard layout up to 3 photos) free foal photo	<b>\$150.00</b>	
	<b>Half Page Colour Advert</b> 1x free foal photo inclusion	<b>\$150.00</b>	
	<b>Double Page Colour Advert</b> Up to 3 free stallion directory listings & 2 x free foal photo inclusion.	<b>\$520.00</b>	
	<b>Colour Deluxe Package (2 full page colour adverts + single stud news)</b> Up to 3 free stallion directory listings and 2x free foal photo inclusion.	<b>\$600.00</b>	
	<b>Members Gallery Full Page</b> 2 x 1/2 page photos with title	<b>\$154.00</b>	
	<b>Members Gallery Photo</b> (1/2 page photo / caption)	<b>\$88.00</b>	
	<b>Foal Gallery (1/4 Page)</b> (1 photo & standard layout)	<b>\$55.00</b>	
	<b>Stallion Directory (1/4th Page)</b> (1 photo & standard layout) Free 12 months listing on the website.	<b>\$55.00</b>	
	<b>Products &amp; Services Directory (1/4th Page)</b> Free 12 months listing on the website.	<b>\$70.00</b>	
	<b>Products &amp; Services Directory (1/2 Page)</b> Free 12 months listing on the website.	<b>\$150.00</b>	
<b>TOTAL BOOKING</b>			<b>\$</b>

## 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** [general@rpsbs.com.au](mailto:general@rpsbs.com.au)  
**Phone through your credit card details to: 02 4577 5530**