



U&EQ

UPSTATE EQUINE QUARTERLY

COMPLIMENTARY

Volume I Issue I

NEWS

EVENTS

CHAMPIONS

**HEALTH &
NUTRITION**

**SEASONAL
TIPS**

MARKETPLACE

AND MORE!

**UPSTATE
SC IS A
GREAT
PLACE FOR
HORSES!**



Hello neighbors and fellow equine enthusiasts!

The team at *Upstate SC Publishing* would like to introduce you to our new magazine; *Upstate Equine Quarterly*. Our magazine is devoted to serving the needs and common interests of equine enthusiasts in the South Carolina Upstate, Western North Carolina and North Eastern Georgia. *UEQ* will provide a pipeline of information and serve as a guide to goods and services for all equine enthusiasts and a venue for equine oriented businesses.

Every issue of *Upstate Equine Quarterly* will contain articles featuring: local stable history and events, all equine events being held at the Garrison Arena in Pendleton, SC, the WNC Agricultural Center in Fletcher NC, Riverbend Equestrian Center in Greenville, SC and the Biltmore in Asheville, NC. We will have fun with the "I Want That" page, dedicated to innovative equine products, and "In Our Backyard", featuring horses and people doing great things in our area.

Articles about equine health, equine rescue, "green" horse keeping tips, and our local resource guide will assist all horse owners in our area to find the products and information to care for our equine friends. In addition, *UEQ* will offer a "Hay Market Guide" to connect hay buyers and sellers during the current drought conditions and the resultant hay shortage.

Our distribution will be thorough; all tack and feed stores, equestrian venues, stables, hotels, appropriate real estate and veterinary offices, etc. in the South Carolina Upstate, Western North Carolina and North Eastern Georgia. In addition, we have added 17 locations in the Ocala / Tampa Bay region of Florida. These locations will be outlets for complimentary issues of *UEQ*. We will publish four quarterly issues and four special editions a year.

Please visit our web site at: www.upstateequinequarterly.com to download our media kit, and then contact us to become a part of the horse owners and equine business community of the Upstate and beyond. We look forward to hearing from you.

Thank you!

Upstate Equine Quarterly and Upstate SC Publishing LLC

Lynda Colón
Creative Director & Associate Editor
(864) 787-4781
Lynda@upstateequinequarterly.com

Cheryl Huber
Editor
(864) 965-8181
circlefarm@hughes.net

Mike Huber
Director of Advertising Sales & Distribution
(864) 965-8160
mike@upstateequinequarterly.com



The Upstate's Premiere Equine Magazine

Upstate Equine Quarterly is the only free quarterly consumer guide magazine devoted to the common interests of horse people in Upstate, SC.

UEQ provides a pipeline of information, goods & services throughout the equine communities located in and around the Upstate area, Western North Carolina, and NE Georgia.

Look for UEQ in major arenas, at equine events, in tack shops, feed & tractor supply stores and many more locations throughout the Upstate and surrounding areas.

MAGAZINE SIZE = 8.375 X 10.875

Ad Sizes

1 pg/no bleed (1/4" margin) = 7.87"W x 10.375"H

1 pg/full bleed (1/4") = 8.875" W x 11.375"H

1/2 pg Horizontal = 7.875"H x 5.2"H

1/2 pg Vertical = 4" W x 10.375"H

1/4 pg = 4" W x 5"H Business Card = 2"x 3.5"

Marketplace = 2.5"x 2.5"

Advertising with UEQ will maximize your marketing dollars!

- We can create your ad **and** we can accept your finished ads
- Your ad will be placed our web site with a link to your site (where applicable)
- Place an ad and receive a **FREE** 4 line listing in the UEQ Marketplace (a \$50 value!)
- Discounts available with 4 issue contract

Full Page =
7.87" x 10.375"
\$800.00/issue

1/4" bleed

QTR Page =
2.4" x 10.375"
\$245.00/issue

OR

QTR Page =
4" x 5"
\$245.00/issue

Purchase two and get the same rate as one 1/2 pg ad

Save \$65!

Half Page Horizontal =
8.375" x 10.875"
\$425.00/issue

Half Page Vertical =
8.375" x 10.875"
\$425.00/issue

Standard Businesscard =
2x3.5
\$75.00/issue

Marketplace Ad =
2.5" x 2.5"
\$150.00/issue

Marketplace Listing Only =
\$50.00 for 4 lines/issue

CONTACT

Mike Huber
(864) 965-8160

Jenna Kutzner-Mulligan
(864) 884-6384

GUIDELINES

Payment
Payment in the form of cash or check is due upon contract.

Design Service
We are happy to design your ad for \$20.00/hr.

Proofs
Proofs will be provided before deadline.

File Submissions
Ads and photos can be provided on CD or by email.
(lynda@UpstateEquineQuarterly.com)
Acceptable formats:
High resolution (300 + dpi)
.pdf, .tif, .psd, .ai

2009 DEADLINES

Vol I, Issue II (Spring '09)
Ads due: Jan 12
Distribution: Jan 26

Vol I, Issue III ((Summer '09)
Ads due: April 13
Distribution: April 27

Vol I, Issue IV (Fall '09)
Ads due: July 13
Distribution: July 27

Vol I, Issue V (Winter '09)
Ads due: Oct 12
Distribution: Oct 26



ADVERTISING AGREEMENT

This agreement is made this _____ day of _____, _____, between Upstate Equine Quarterly, hereinafter called UEQ, and _____, hereinafter called "The Advertiser." Whereas UEQ is the publisher of the magazine and The Advertiser wishes to purchase advertising space in said magazine, UEQ and The Advertiser agree to the following:

Size Agreement _____ Frequency Agreement _____
(Minimum # of insertions in a 4 quarter period)
On Line _____ Amount _____
(Content, Sponsorship, etc.)

Agreement Begins: _____ and ends _____
(This agreement is subject to the terms & conditions below)

Advertiser
Company Name: _____
Address: _____
City, State, Zip: _____
E Mail: _____
Print Name & Title: _____

Agency (if applicable)
Agency Name: _____
Address: _____
City, State, Zip: _____
E Mail: _____
Contact Name & Title: _____

UEQ Representative _____ Date: _____
Accepted By: _____ Date: _____
Publisher

This contract is subject to the following terms & conditions:

- UEQ may revise the advertising rate schedule at any time upon (30) days written notice to The Advertiser.
 - The Advertiser may cancel this contract at any time new rates are made effective with 15 days written notice prior to the effective date of the rate adjustment.
 - If The Advertiser cancels the contract due to a rate increase by UEQ, or fails to fulfill the agreement, all previous advertising will be billed at the open earned contract rate, which ever applies.
 - This agreement incorporates all of the terms, rates ands conditions contained in the UEQ regularly published rate card.
 - The Advertiser agrees to comply with the credit terms and policies established by UEQ. The extending of credit is subject to the satisfactory review of a credit application.
 - In the event of an agency involvement, The Advertiser and agency shall be jointly and severally liable for the payment of all advertising made under this contract.
 - UEQ may, in its sole discretion, edit, classify, reject or cancel and advertising copy at any time. In all cases, The Advertiser assumes liability for the content of all advertising copy printed and agrees to hold UEQ blameless from all claims arising there from.
 - The contract may not be assigned or transferred by The Advertiser.
 - This contract contains the entire agreement between UEQ and The Advertiser.
-

Method of Payment • Due upon signing

Cash Check

Accepted by _____