



# SPRING AND FALL

# MIDLAND POLO

DEADLINE FOR  
AD SUBMISSION  
MARCH 1ST

## 2024 PROGRAM ADVERTISING

Midland Polo is one of the oldest clubs in America still in operation. Here at Midland, polo is not the “sport of kings”, but the sport of landmen, car dealers, oil and gas operators, accountants, students, mothers, non-profit volunteers and PROS...in other words our club is a community.

### DISTRIBUTION

Luxury Market: Delivered by hand to targeted luxury consumers around Midland.

Polo Audience: Distributed by the polo club at tournaments & charity events.

Advertising Associates: All advertising clientele receive copies for their respected businesses.

Please email Violeta Esacapite at [admin@midlandpolo.net](mailto:admin@midlandpolo.net)  
for more information or to advertise. Visit the website at [www.midlandpolo.net](http://www.midlandpolo.net).

Full page  
Bleed  
8.625 x 11.125  
Trim  
8.375 x 10.875  
Live Area  
7.5 x 10

1/2 Page Horizontal  
7.5 x 4.75

DEADLINE FOR  
AD SUBMISSION  
MARCH 1ST

1/4 Page  
3.5 x 4.75

Full Back Cover \$2,150  
Inside Back Cover \$1,700  
Full Page \$1,400  
1/2 Page \$750  
1/4 Page \$400

PLEASE MAKE CHECKS  
PAYABLE TO:  
Midland Polo Club  
note: for publication

MAIL CHECKS TO:  
Midland Polo Club  
PO Box 81113  
Midland, TX 79708

ADS DUE March 1st  
Price includes full color.

### PRODUCTION REQUIREMENTS:

**PDF FILES(PREFERRED)**  
*CMYK color (not spot, RGB, or LAB)*  
*300 dpi for photos and logos*  
*1200dpi for line art*

**PHOTOSHOP & ILLUSTRATOR FILES**  
*Must be saved in .tif or .eps format*  
*CMYK color (not spot, RGB, or LAB)*  
*300 dpi for photos and logos*  
*1200dpi for line art*

**IF YOU NEED ASSISTANCE WITH AD  
DESIGN, PLEASE CONTACT  
STACIE BECKMAN AT 615-479-3583  
A FLAT FEE OF \$100 WILL BE CHARGED  
FOR ANY AD DESIGN OR MANIPULATION**

Please email camera ready art to:  
[coedesign@fiberpipe.net](mailto:coedesign@fiberpipe.net)  
Please include your name  
and contact information