



AMERICAN CONNEMARA PONY SOCIETY

Document Number: MAG-P02

DATE: September 1999

SUPERSEDES: uk

SUBJECT: Policies of the AMERICAN CONNEMARA

POLICIES: The American Connemara Magazine is published six times yearly, and is sent to members and subscribers. Advertising space is limited to Connemaras, purebred and partbred, and equine related products and services.

1. The editors reserve the right to edit all material, and to accept or reject submitted material.
2. The final deadline is the tenth of the month or three weeks before the magazine is mailed,
3. Priority will be given to clear photos of as many different Connemaras as possible.
4. The cover photos must be especially clear photos of Connemara that has not been on the cover recently. This may be a Hall of Fame winner, Connemaras of the Year or other winners, magazine contest winners or an outstanding photo of a family or useful pony. The cover must not be used for commercial purposes, or advertising.
5. All ads should be paid in advance. Occasionally a display ad may be accepted from a member without prior payment, but this bill must be paid promptly. If it is not paid after three statements, the bill will be turned over to the ACPS Treasurer for collection.
6. No advertiser shall have more than four pages in any one issue, but an insert will be considered.
7. The magazine must get out on time.
8. The magazine will maintain a balance in reporting regions and bloodlines, within the limits of material submitted.
9. Members and subscribers dropped from the mailing list for non-payment of dues will be charged if they want the issues they missed.
10. The magazine will not accept display ads for halfbred stallions at stud. It will continue to accept display ads for halfbreds for sale. It will accept classified ads for halfbred stallions at stud, with the disclaimer: "A halfbred stallion is not registered with the ACPS and his get may not be registered in the purebred studbook."
11. The magazine will cover major aspects of inspections, but will not use the names of ponies who have qualified for ICCPS passports in articles, with photos, or in reporting award winners. Information about such approval may be included in advertising. This policy will be reviewed when the Inspection Committee, Board and a committee or group of breeders have developed a policy on publishing inspection results.
12. The magazine and the home page on the Internet shall remain separate and cooperative. Members of the Society should not have to send similar material to both places.
13. All official ACPS stores (currently the Country Store, Book Store and official Videos) shall have equal opportunity to advertise in regular issues of the Magazine and in flyers, which may be inserted, and all should be able to include a return slip. Each store shall pay for the actual cost of the space it uses on a per inch basis.

Revision History:

Date:	Changes:	Author:
09/05/03	Revised format to ACPS Template	Charlie Morgan