

## PUBLICATION SPECIFICATIONS:

### 8.5x11

| Ad Sizes              | Width “ | x | Depth “ |
|-----------------------|---------|---|---------|
| Trim Size             | 8.50    | x | 11.00   |
| Full Page Bleed       | 8.75    | x | 11.25   |
| Full Page Live Area   | 8.00    | x | 10.50   |
| 1/2 Page (Horizontal) | 7.25    | x | 4.75    |

### 5.5x8.5

| Ad Sizes             | Width “ | x | Depth “ |
|----------------------|---------|---|---------|
| Trim Size            | 8.50    | x | 11.00   |
| Full Page (No Bleed) | 5.00    | x | 8.00    |

### 4.25x9.25

| Ad Sizes        | Width “ | x | Depth “ |
|-----------------|---------|---|---------|
| Trim Size       | 4.25    | x | 9.25    |
| Full Page Bleed | 4.25    | x | 9.25    |

### 8x10

| Ad Sizes              | Width “ | x | Depth “ |
|-----------------------|---------|---|---------|
| Trim Size             | 8.00    | x | 10.00   |
| Full Page Bleed       | 8.25    | x | 10.25   |
| Full Page Live Area   | 7.75    | x | 9.75    |
| 1/2 Page (Horizontal) | 7.25    | x | 4.5     |

### 9x12

| Ad Sizes              | Width “ | x | Depth “ |
|-----------------------|---------|---|---------|
| Trim Size             | 9.00    | x | 12.00   |
| Full Page Live Area   | 8.75    | x | 11.75   |
| 1/2 Page (Horizontal) | 8.75    | x | 4.5     |

### TERMS AND CONDITIONS OF ADVERTISING

- All rates are based on plate-ready advertisement. If ads do not meet specifications and requirements listed above, print quality is the responsibility of the advertiser. Tryon Resort is not responsible for poor print quality if the minimum requirements are not met.
- Payment by **CREDIT CARD ONLY** except in the following cases: non-profit organizations and government entities. Credit cards can be processed over the phone or using the payment form provided.
  - A) Any account outstanding more than 30 days from the delivery date of the publication will be subject to a 1-1/2% per month service charge, not to exceed 18% per annum.
  - B) In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
- Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Tryon Equestrian Properties, LLC harmless against any expense or loss by reason of any claims arising out of publication.
- No cancellations of space reservations will be permitted after the closing dates.
- Tryon Equestrian Properties, LLC reserves the right to reject any advertisement that is not in keeping with the publication's standards. All orders are accepted on the terms and conditions outlined above.

### TRYON INTERNATIONAL EQUESTRIAN CENTER ANNUAL HORSE SHOWS

#### FOR TECHNICAL QUESTIONS & AD SUBMISSIONS:

send files via email to:  
[advertising@Tryon.com](mailto:advertising@Tryon.com)

ADRATES\_ver. 06/2019

# TRYON

INTERNATIONAL EQUESTRIAN CENTER

## HORSE SHOWS



ADVERTISING RATE CARD  
**2019 -20**



| PUBLICATION              | Spring/Summer Visitor Guide | Fall/Winter Visitor Guide | Carolina Classic Event Program | Blockhouse Steeplechase | The FORK     | Charity Horse Show/Charity 2 | Young Horse Show | Festival of the Hunt |
|--------------------------|-----------------------------|---------------------------|--------------------------------|-------------------------|--------------|------------------------------|------------------|----------------------|
| PUBLICATION SIZE         | 8" x 10"                    | 8" x 10"                  | 8.5" x 11'                     | 4.25" X 9.25"           | 8.5" X 11"   | 8.5" X 11"                   | 8.5" X 11"       | 5.5" X 8.5"          |
| CIRCULATION              | 10k & Online                | 10k & Online              | 600 & Online                   | 1,000                   | 500 +        | 1,000                        | 400              | 250+                 |
| CLOSING DATE             | Jan 31                      | July 15                   | April 15                       | March                   | March 15     | May 1                        | October 1        | October 15           |
| DISTRIBUTED              | March-September             | October - February        | May                            | April                   | April        | June-July                    | November         | November             |
| BASIC LISTING            | \$150                       | \$150                     | N/A                            | N/A                     | N/A          | N/A                          | N/A              | N/A                  |
| 1/2 PAGE                 | \$500                       | \$500                     | N/A                            | N/A                     | N/A          | N/A                          | N/A              | N/A                  |
| FULL PAGE                | \$1000                      | \$1000                    | \$200                          | \$300                   | \$200        | \$300                        | \$200            | \$100                |
| 3RD COVER (INSIDE BACK)  | \$1200                      | \$1200                    | \$300                          | \$400                   | \$300        | \$400                        | \$300            | \$200                |
| 2ND COVER (INSIDE FRONT) | \$1500                      | \$1500                    | Sponsor Only                   | Sponsor Only            | Sponsor Only | Sponsor Only                 | Sponsor Only     | Sponsor Only         |

#### DIGITAL PRE-PRESS REQUIREMENTS

- Print-ready artwork must be press ready quality files - CMYK at 300 dpi in PDF, or JPG formats.  
**FOR FULL PAGE ADS INCLUDE .125" BLEED ON EACH EDGE.**
- **NO Publisher, Microsoft Word, Microsoft Publisher or Corel files accepted.**
- If submitting a photoshop JPEG file, ensure it is CMYK at 300 dpi with the document size at 8.75 x 11.125. Live area is .25" inside trim (8 x 10.5) for a full page ad to avoid elements being trimmed off.
- Line art and bitmap images must be 1200 dpi.
- Build pages to trim size and extend bleed .125" beyond page edge. **Keep copy .25" from final trim edge.**
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- To maintain quality of Tryon publicitaons, real estate ads will be limited to a maximum listing count per ad size as follows: full page: 2 listings max, 1/2 page and smaller: 1 listing only.

#### PRINTING SPECS & WEB POSTING

Layout prepared in InDesign  
 Printed in 4-color Digital Process  
 Page size: See Publication Specifications on other side

#### PRODUCTION CHARGES

Advertisers must supply digital files of advertising materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to poor condition of supplied artwork (ad), typography, and/or client alterations. Design services available based on evaluation.

Please note that the file content remains the responsibility of the sender, Equestrian Sport Productions does not accept responsibility for the final printed result.

ASK US ABOUT  
 OUR MULTIPLE  
**DISCOUNT  
 RATES!**



**10% OFF FOR  
 MULTIPLE**