

# 2019-20 TRYON INTERNATIONAL EQUESTRIAN CENTER ADVERTISING SPACE RESERVATION FORM

ADVERTISER: \_\_\_\_\_

Address: \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Contact: \_\_\_\_\_

Basic Listing Description (30 words Max: Visitor Guide Only) \_\_\_\_\_

PUBLICATION	CLOSING DATE	Full Page	1/2 PAGE	Basic Listing	Inside Front	Inside Back	TOTAL
Spring/Summer Visitor Guide	January 31	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,200	
Fall/Winter Visitor Guide	July 15	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,200	
Carolina Classic	April 15	<input type="checkbox"/> \$200	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$300	
Blockhouse Steeplechase	March	<input type="checkbox"/> \$300	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$400	
The FORK	March 15	<input type="checkbox"/> \$200	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$300	
Charity Horse Show 1&2	May 1	<input type="checkbox"/> \$300	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$400	
Young Horse Show	October 1	<input type="checkbox"/> \$200	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$300	
Festival of the Hunt	October 15	<input type="checkbox"/> \$100	N/A	N/A	Sponsor Only	<input type="checkbox"/> \$200	

**ALL ADS IN FULL COLOR**

**PUBLICATION SPECIFICATIONS (See reverse for specs):**

**8.5x11**

**Ad Sizes**

Trim Size	8.50x11
Full Page Bleed	8.75x11.25
Full Page Live Area	8x10.50
1/2 Page (Horizontal)	7.25x4.75

**8x10**

**Ad Sizes**

Trim Size	8x10
Full Page Bleed	8.25x10.25
Full Page Live Area	7.75x9.75
1/2 Page (Horizontal)	7.25x4.5

**5.5x8.5**

**Ad Sizes**

Trim Size	5.5x8.5
Full Page (No Bleed)	5x8

**9x12**

**Ad Sizes**

Trim Size	9x12
Full Page Live Area	8.75x11.75
1/2 Page (Horizontal)	8.75x4.5

**4.25x9.25**

**Ad Sizes**

Trim Size	4.25x9.25
Full Page Bleed	4.25x9.25

Less Discount

**TOTAL**

**SPECIAL INSTRUCTIONS:**

**Visa, Mastercard or American Express**

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Val. No. \_\_\_\_\_

Visa  Mastercard  AmEx Name on Card: \_\_\_\_\_

Billing address if different from above: \_\_\_\_\_

- I verify that the information provided above is correct and authorize recurring charges to my credit card in accordance with my contract. **- or -**
- I verify that the information provided above is correct and authorize a one-time charge to my credit card in the amount of \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to pay above total amount according to issuer agreement



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 & 0	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

**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.
  - \* 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.
  - \* 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.

**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 publications, 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 RESERVATIONS**

**TRYON INTERNATIONAL EQUESTRIAN CENTER ANNUAL HORSE SHOWS**

**FOR TECHNICAL QUESTIONS & AD SUBMISSIONS:**  
 advertising@Tryon.com