

TRYON

INTERNATIONAL EQUESTRIAN CENTER

Visitor Guide Rates

2017 Spring Visitor Guide

Publication Date: April 2016
Circulation: 5,000-15,000 average spectators, riders, owners and trainers weekly
Closing Date: February 1st, 2017
Materials Due: February 15th, 2017

***Includes directory listing**

Ad Size

Full Page \$750
1/2 Page \$500
1/4 Page \$300

Price (In Full Color Only)

Covers & Premium Positions

2nd Cover (Inside Front)* \$1200
3rd Cover (Inside Back)* \$950
Basic Directory Listing \$100

2017 Summer Visitor Guide

Publication Date: June 2017
Circulation: 5,000-15,000 average spectators, riders, owners and trainers weekly
Closing Date: April 1st, 2017
Materials Due: April 15th, 2017

Ad Size

Full Page \$750
1/2 Page \$500
1/4 Page \$300

Price (In Full Color Only)

Covers & Premium Positions

2nd Cover (Inside Front)* \$1200
3rd Cover (Inside Back)* \$950
Basic Directory Listing \$100

2017 Fall Visitor Guide

Publication Date: September 2017
Circulation: 5,000-15,000 average spectators, riders, owners and trainers weekly
Closing Date: July 1st, 2017
Materials Due: July 15th, 2017

***Includes directory listing**

Ad Size

Full Page \$750
1/2 Page \$500
1/4 Page \$300

Price (In Full Color Only)

Covers & Premium Positions

2nd Cover (Inside Front)* \$1200
3rd Cover (Inside Back)* \$950
Basic Directory Listing \$100

Multiple Discount Offers

Publication Date: Spring, Summer & Fall 2017 Guides
Circulation: 5,000-15,000 average spectators, riders, owners and trainers weekly
Closing Date: February 1st, 2017
Materials Due: February 15th, 2017

Save if all 3 Visitor Guide seasons are booked and reserved before February 1st, 2017(10% savings)

Ad Size

Full Page \$2025
1/2 Page \$1325
1/4 Page \$810

Price (In Full Color Only)

Covers & Premium Positions

2nd Cover (Inside Front)* \$3240
3rd Cover (Inside Back)* \$2565
Basic Directory Listing \$270

Advertising Sales & Questions:

Charly Miller

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tryon2018.com tryon.com

Payment due in full with space reservation. Credit card payments accepted only. 1/4 and 1/2 page ads will be limited and will be reserved on a first come, first serve basis.

ARTWORK SPECIFICATIONS

ADVERTISEMENT DIMENSIONS

Ad Sizes	Width"		Depth
Trim Size	8"	x	10"
Full Page Bleed	8.25"	x	10.25"
Full Page Live Area	7.50"	x	9.50"
1/2 Page (Horizontal Only)	8"	x	5"
1/4 Page (Vertical Only)	4"	x	5"

ALL ADVERTISERS ARE SUBJECT TO APPROVAL BY TRYON EQUESTRIAN PARTNERS

BUSINESS NAME: _____

ADDRESS: _____

PHONE #: _____

WEB ADDRESS: _____

MAX 30 WORD COUNT DESCRIPTION: _____

DIGITAL PRE-PRESS REQUIREMENTS

- Print-ready artwork must be press ready quality files - CMYK at 300 dpi in PDF, TIFF or JPG formats. For full page ads please include 1/8" bleed.
- If submitting a photoshop jpeg or tiff, file please make sure it is CMYK and 300 dpi with the document size at 8.75x11.125 and all elements are within a .25" of the trim size (8x10.5) for a full page ad.
- Line art and bitmap images must be 1200 dpi
- Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- No Publisher or Corel files accepted

PRODUCTION CHARGES

Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography; and/or client alterations. Special design services available based on evaluation.

Please note that the file content remains the responsibility of the sender, Tryon Equestrian Properties, LLC will not accept responsibility for the final printed result.

TERMS AND CONDITIONS OF ADVERTISING

1. All insertion rates are commissionable to recognized agencies submitting completed space reservations and correctly sized plate-ready files of advertisements. Agency commission entitlement is fifteen percent.
2. All rates are based on plate ready advertisement. Production charges for type, proofs, scans, halftones, etc. will be billed to the advertiser.
3. If for any reason an account must be invoiced please refer to the following:
 - 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) No advertisement materials or disks will be returned or newer reservations made until advertisement space invoice is paid in full.
 - c) In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
4. 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.
5. No cancellations of space reservations will be permitted after the closing dates.
6. Tryon Equestrian Properties, LLC reserves the right to reject any advertisement that is not in keeping with the publications standards. All orders are accepted on the terms and conditions outlined above.
7. Phone orders accepted with credit card payment only.
8. To maintain quality of the Tryon Resort Visitor Guide, full page ads are limited to two photos. Smaller ads are limited to one photo. Photo collages featuring several images combined into one are not permitted

Advertising Sales, Payment and Questions

Charly Miller

Phone: 828.863.1183 Email: cmiller@tryon.com

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ADVERTISING RATE CARD