



ADVERTISING SPACE RESERVATION FORM

Tryon Block House Races

CLOSING DATE

March 20, 2017

MATERIALS DUE

March 24, 2017

AD SPACE COST: ALL Color ONLY**Full Page
4.5" x 9.25"****\$300.00**

ADVERTISER: _____

ADDRESS: _____

PHONE: _____

CONTACT: _____

AUTHORIZING SIGNATURE: _____

DIGITAL PRE-PRESS REQUIREMENTS

- Print-ready artwork must be press ready quality files - CMYK at 300 dpi in PDF, TIF, or JPG formats. For full page ads please include 1/8" bleed.
- If submitting a photoshop jpeg or tif, file please make sure it is CMYK and 300 dpi with the document size at 4.5"x9.25" and all elements are within a .25" of the trim size 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

Advertisers must supply digital files of advertisement 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 the poor condition of supplied artwork (ad), typography; and/or client alterations. Special design services available based on evaluation.

TERMS AND CONDITIONS OF ADVERTISING

1. All insertion rates are commissional 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 just 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 Tryon publications, 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.

Please note that the file content remains the responsibility of the sender, TIEC will not accept responsibility for the final printed result.

PAYMENT METHOD:

VISA MASTERCARD AMERICAN EXPRESS

CARD NUMBER: _____ EXP. DATE: _____ VAL NO: _____

NAME ON CARD: _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE): _____

All advertising space requires payment IN FULL upon submission of materials. Cancellations cannot be accepted after published closing dates. All copy, including all elements is subject to Publisher's approval. Advertiser and/or agency acknowledges receipt of and agrees to the terms and conditions included in the TRYON EQUESTRIAN PROPERTIES, LLC advertising rate card.

ADVERTISING & SALES QUESTIONS: Charly Miller · cmiller@tryon.com | 828. 863.1183

PAYMENT & INFORMATION: TRYON EQUESTRIAN PROPERTIES, LLC | 4066 PEA RIDGE ROAD, MILL SPRING, NC 28756