

### ADVERTISING SPACE RESERVATION FORM Tryon Resort Visitor Guide

**SPRING/SUMMER 2018**  
Reservations by January 15, 2018  
Print-Ready Ads by February 15, 2018  
If TIEC is to layout ad, content is due by January 15

**FALL/WINTER 2018**  
Reservations by July 20, 2018  
Print-Ready Ads by July 25, 2018  
If TIEC is to layout ad, content is due by July 20

**AD SPACE COST:**

4 Color	Full Page	1/2 Page	Basic	Inside Back
	\$1500.00	\$750.00	\$150.00	\$2000.00

- Full Page = 8" x 10"
- Half Page = 8" x 5" (Horizontal)
- Basic Listing(Included with all Ads)
- Fall/Winter
- Summer/Spring

\*limit 2 photos per full page

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

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PLEASE EMAIL 30 WORD COUNT DESCRIPTION, BUSINESS NAME, BUSINESS PHONE NUMBER, BUSINESS ADDRESS, AND BUSINESS WEBSITE EXACTLY HOW IT SHOULD BE PRINTED WHEN SUBMITTING AD TO SMADDEN@TRYON.COM. ALL ADS PURCHASED RECIEVE A BASIC LISTING INCLUDED.

**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 8"x10" 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, 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

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

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.

Tryon Equestrian Properties  
25 International Boulevard  
Mill Spring, NC 28756



Phone: 828-863-1000  
Email: info@tryon.com  
Web: www.tryon.com

### CREDIT CARD AUTHORIZATION FORM

#### CARDHOLDER INFORMATION

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Name on Card: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Direct Telephone: \_\_\_\_\_

#### CARD INFORMATION

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Credit Card Type:  MasterCard  Visa  American Express  Discover Card

Card Number: \_\_\_\_\_

Expiration Month: \_\_\_\_\_ Expiration Year: \_\_\_\_\_ Security Code: \_\_\_\_\_

Payment Description: \_\_\_\_\_

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 \$ \_\_\_\_\_

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

Please return this completed form to payables@tryon.com.