

## PROGRAM SPECIFICATIONS:

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 (H)	7.25	x	4.75
1/2 Page (V)	3.50	x	9.75

### 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 8.75x11.125 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.

### OTHER SPECIFICATIONS:

Ad Sizes Width" x Depth"  
Full Page 8.50 x 11.25  
Half Page vertical 2 col. 4.125 x 11.25  
horizontal 4 col. 8.5 x 5.5  
1/4 Page vertical 2 col. 4.125 x 5.5  
vertical 1 col. 1.937 x 11.25  
horizontal 4 col. 8.5 x 2.625

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

## TERMS AND CONDITIONS OF ADVERTISING

1. All rates are based on plate ready advertisement. Production charges for type, proofs, scans, halftones, etc. will be billed to the advertiser.
2. All ads must be paid in full, including production charges. Please make checks payable to Tryon Equestrian Partners, LLC. 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.
3. 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 Partners, LLC harmless against any expense or loss by reason of any claims arising out of publication.
4. No cancellations of space reservations will be permitted after the closing dates.
5. Tryon Equestrian Partners, 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.
6. Phone orders accepted with Credit Card payment.

TRYON 2018

The Chronicle of the Horse-Advertising  
108 The Plains Rd  
Middleburg, VA 20117  
email: [advertise@coth.com](mailto:advertise@coth.com)  
tel: 540-687-6341  
[www.tryon2018.com](http://www.tryon2018.com)

FOR TECHNICAL QUESTIONS AND AD SUBMISSIONS:

send files via email to:  
[advertise@coth.com](mailto:advertise@coth.com)



**FEI WORLD**  
EQUESTRIAN GAMES™

**SEPTEMBER 11-23, 2018**

**ADVERTISING  
RATE CARD**

## COMMEMORATIVE PROGRAM

The official program of the WEG will feature everything attendees need to know about the Games. A Week 1 and Week 2 guide will be produced, but ads purchased will be placed in both editions.

## MEDIA GUIDE

A resource guide for media covering the WEG that will be distributed in the WEG Media Center.

## DESTINATION GUIDE

A publication to introduce WEG attendees to the Carolinas as they plan their visit to this region.

## WORLD EQUINE EXPO™ GUIDE

A guide to the vendors, exhibitions and demonstrations.



PUBLICATION	COMMEMORATIVE PROGRAM	MEDIA GUIDE	WORLD EQUINE EXPO	DESTINATION GUIDE
DISTRIBUTION	100,000	2,000	100,000	20,000 + Online
CLOSING DATE	JULY 1	JULY 1	JULY 1	MARCH 15
FULL PAGE	7,500	1,500	4,500	1,500
1/2 PAGE	4,500	-	2,500	750
INSIDE FRONT	-	-	-	2,200
INSIDE BACK	-	-	-	2000
LISTING	-	-	-	150



**FEI WORLD**  
EQUESTRIAN GAMES™