

THE EXCLUSIVE MAGAZINE OF INTERNATIONAL POLO CLUB PALM BEACH



INTERNATIONAL POLO CLUB
PALM BEACH



The magazine offers the ideal environment for your advertising message to reach:

- Ultra-affluent members and guests of the International Polo Club Palm Beach
- The highest levels of Palm Beach society at featured Sunday polo matches
- Guests and visitors from the United States and around the world
- Discerning sportsmen and women who play and follow the fascinating and often intense Game of Kings

Celebrating 15 years as the premier destination for high-goal polo in the United States, the International Polo Club Palm Beach offers an incredible venue for the distribution of this prestigious publication.

DISTRIBUTION

In addition to availability at the Club, the magazine is distributed to:

- TOP PALM BEACH COUNTY HOTELS AND RESORTS
- HIGH NET WORTH RESIDENCES
- PARTICIPATING SPONSORS WHO HAVE PARTNERED WITH THE INTERNATIONAL POLO CLUB PALM BEACH
- WINTER EQUESTRIAN FESTIVAL
- ADEQUAN GLOBAL DRESSAGE FESTIVAL
- THE WANDERERS CLUB

ADVERTISING RATES & SPECIFICATIONS (FOUR COLOR ONLY)

SIZE

SPREAD	\$4,490
FULL PAGE	\$2,550
1/2 PAGE	\$1,795
BACK COVER	\$4,995
INSIDE FRONT	\$4,495
INSIDE BACK	\$4,245

MECHANICAL DIMENSIONS

AD SIZES

WIDTH" X DEPTH"

Spread	17.5	x	11.50
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

GUARANTEED POSITION: 15% PREMIUM. All rates are net and not subject to agency commission

SPACE CLOSES
November 15, 2017

CONTENT CLOSES
November 30, 2017

PUBLICATION DATE
January 2018

The official magazine of the International Polo Club is created and produced by Equestrian Sport Productions, LLC.



INTERNATIONAL POLO CLUB
PALM BEACH



INTERNATIONAL POLO CLUB MAGAZINE ADVERTISING SPACE RESERVATION 2018

ADVERTISER: _____

ADDRESS: _____

PHONE/FAX: _____ EMAIL: _____

CONTACT: _____

AUTHORIZING SIGNATURE: _____

INSTRUCTIONS

SIZE INSERTION RATE TOTAL

☐ Spread ☐ Full page ☐ 1/2 Page ☐ Vertical ☐ Horizontal \$ _____ x _____ \$ _____
(No. of Insertions)

Special instructions and/or copy to set _____

Material coming from (Name/Email) _____ Date: _____

Visa, Mastercard or American Express

Card Number: _____ Exp. Date: _____ Val. No. _____

☐ Visa ☐ Mastercard ☐ Am Ex Name on Card: _____

Billing address if different from above: _____

Signature: _____ Date: _____

I agree to pay above total amount according to card issuer agreement.

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.

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.
- 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.

Please note that the file content remains the responsibility of the sender. WEP Polo Operations, LLC will not accept responsibility for the final printed result.

For technical questions and ad submissions: send files via email to Shelley: sbarrett@equestriansport.com

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. 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 WEP Polo Operations, 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. WEP Polo Operations, 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.
6. Phone orders accepted with credit card payment.

05.17.2017

ADVERTISING SALES & QUESTIONS: Annette Goyette

Email: agoyette@equestriansport.com | Tel: 561-784-1120 Fax: 561-753-0394

www.internationalpoloclub.com