

ADVERTISING GUIDELINES

Updated October 2018

General Terms

Unless otherwise noted, all advertising programs are reserved for current, paid Pyramid Society members, select program sponsors, and select Egyptian Event corporate affiliates.

The purchase of Pyramid Society advertising constitutes agreement with these guidelines and any subsequent changes or additions.

All horses advertised, pictured or mentioned in an ad must meet the Pyramid Society's definition of Straight Egyptian or Egyptian-Sired.

Advertising Rates apply for the year of booking.

Advertising does not promise or guarantee the sale of your horses, stallion services, or any other products or services.

Pricing based on photo-ready ads. Design is not included.

Any ads containing sale horses must appear without pricing.

Month-specific ads will always begin on the first business day of the month, which may or may not be dated the 1st.

Advertisers listing Stallions At Stud are eligible for a reduced monthly rate when stallions are enrolled in the current year's Egyptian Breeders' Challenge program.

The Pyramid Society maintains the right to display a horse as "SOLD" on the Pyramid Society marketplace for up to two months after a sale is reported, whether or not the sale resulted from a listing on The Pyramid Society's website.

All advertising materials are subject to approval by The Pyramid Society.

The Pyramid Society reserves the right to edit, alter or reject any and all advertisements that contain questionable content or which do not meet Pyramid Society definitions and standards.

A \$50 editing fee may be applied in the event that materials submitted do not meet advertisement specifications and require alteration by The Pyramid Society prior to ad placement.

Published web traffic statistics are generalized figures based on previous site usage and are not a promise or guarantee of future web traffic. The Pyramid Society cannot guarantee "clicks" on your advertisements.

Acceptance of an Advertising Proposal, at any time, whether verbal, written, electronic, or implied via payment, constitutes a binding contract with The Pyramid Society and implies agreement with all standard and additional Advertising Guidelines and any special terms set forth therewith.

A 3% processing fee is applicable to all credit card charges. No processing fees with ACH bank drafts.

Full payment is required prior to publication.