



Texas Association for Health, Physical Education,
Recreation & Dance
6300 La Calma Drive, Suite 410
Austin, Texas 78752-3890
Ph: (512) 459-1299, (800) 880-7300
Fax: (512) 459-1290

Journal Advertising Form & Rate Information

Fill out the requested information and fax or mail it to the address given above.
Ad copy does not need to accompany this form but must be received by the given deadlines.

The Journal

There are three issue of *The Journal*, Fall (Oct.), Spring (Feb.), and Summer (July). We consider our Fall issue the first of the year, corresponding with the school year. You can advertise in one issue or for the entire year. Yearly accounts can start in any issue, and are given a discounted rate. (Yearly rates must be paid in full, rather than per issue.) Ad copy is to be provided by the advertiser and delivered to the State Office by the date due. Due dates are as follows: **Spring - January 3, 2008, Summer - June 1, 2007, and Fall - August 15, 2007.** No guarantees can be made for ad copy received after these dates. Resolution for *The Journal* is 133 lpi (300 dpi).

Select the issue(s) for your ad to run: Spring 2008 Summer 2007 Fall 2007

Company Profile

Company Name: _____
Contact Person: _____
Email Address: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone#: _____ Fax: _____

Billing Address: (if different from mailing address)
Street Address: _____
City: _____ State: _____ Zip: _____
Billing Contact Person: _____
Phone#: _____ Fax: _____

Black and White Advertising Rates:

Check one indicating the format and issue rate desired.

		3 Issues (1 year)	Image Size(s)	1 Issue Only
Ad Format	<input type="checkbox"/>	Full Page \$700	7.5" X 10" (vertical) or 8.5" X 11" *Bleed	<input type="checkbox"/> Full Page \$375
	<input type="checkbox"/>	1/2 Page \$500	7.5" X 4.75" (horizontal) or 3.625" X 10" (vertical)	<input type="checkbox"/> 1/2 Page \$275
	<input type="checkbox"/>	1/4 Page \$350	3.625" X 4.75" (vertical)	<input type="checkbox"/> 1/4 Page \$175

*Bleed is available for full page ads and must be included in the artwork (1/8 inch preferred).

4-Color Advertising Rates:

Additional \$500 to base ad rates listed above. All three sizes are available, and ad placement is determined on need basis and availability.

Preferred Placement Advertising Rates:

Preferred placement ads are available in 4-Color, Full Page ad format only. Placement of this ad corresponds with the rates listed below, and depend on availability. Inside ads need to be provided in a 8.5" X 11" page format (trim size), the back cover ad size is 8.5" x 9" (trim size), provided on disk, and must meet submission requirements. Please provide crop marks, and not framing to indicate page size. Bleed is available and must be included in the artwork (1/8 inch preferred).

Check one indicating the placement and rate desired.

		Ad Placement (Ad Size)	3 Issue Only
Full Page Ad	<input type="checkbox"/>	Back Cover (8.5" x 9")	\$1,700
	<input type="checkbox"/>	Inside Front (8.5" x 11")	\$1,600
	<input type="checkbox"/>	Inside Back (8.5" x 11")	\$1,450

Submission Requirements:

All digital ads must support a PC Platform on a PC formatted CD-ROM. We suggest providing the ad as a TIFF (IBM PC Byte Order) or an Adobe PDF file to prevent any problems with missing fonts and images. If you do not, please use an updated publishing/graphic program (i.e., QuarkXPress, Illustrator, Photoshop), and remember to include all fonts and images.

Camera ready art is also accepted and needs to be a black and white copy from a laser printer.

Do not send Word or PowerPoint files. Please call with any questions or special requirements.

Additional Charges:

Ads requiring modification will be charged an additional fee of \$50 per hour, with a one hour minimum.

Ad creation is available for a fee of \$50 per hour, with a one hour minimum. Copy must be provided, and is required prior to the deadlines listed above.

\$ _____	_____
Total amount to be invoiced	Signature
	Date