

# TAHPERD ADVERTISING RATE SHEET

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Mail or fax completed contract with payment to:  
 TAHPERD • 7910 Cameron Road  
 Austin, TX 78754 • Fax: 512.459.1290

TAHPERD Journal – three (3) issues per year – Fall, Spring & Summer. Approximate circulation is 5,000. The Fall issue is the first of the year as it corresponds with the school year. You can advertise in one issue or for the entire year. Discounted rates apply only to a full year subscription. Ad copy is to be provided by the advertiser and sent to the TAHPERD state office by the following due dates.

<b>Subscription Issues</b>	<b>Ad Due Dates</b>
Fall Issue: indicate year(s) _____, _____	August 15
Spring Issue: indicate year(s) _____, _____	January 3
Summer Issue: indicate year(s) _____, _____	June 1

**Ad Submission Requirements:** All digital ads must support a PC Platform on a PC formatted CD-ROM if mailed. Emailed ads are preferred. We suggest providing the ad as a TIFF or an Adobe PDF file to prevent any problems with missing fonts and images. Ads need to be saved at 300dpi. Camera ready art is also accepted and needs to be a black and white copy from a laser printer.

Please provide crop marks, and not framing to indicate page size. Bleed is available on full page ads and must be included in the artwork (1/8 inch preferred).

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

### 3 Issue/Full Year Advertising Rates: (Discounts Applied)

Image Size(s): w x h	3 Issues (1 Full Year)		3 Issues (1 Full Year)		
	BW		CMYK		
Full Page	7.5" X 10" (no bleed) or 8.625" X 11.25" (w/bleed)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200		
Half Page	7.5" X 4.75" (horizontal) or 3.625" X 10" (vertical)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000		
Quarter Page	3.625" x 4.75 (vertical)	<input type="checkbox"/> \$350	<input type="checkbox"/> \$850		

### Preferred Placement Advertising Rates:

Ad Placement	Image Size(s): w x h	3 Issues (1 Full Year)	
		CMYK	
Back Cover	Full Page: 7.5" X 9" (no bleed)	<input type="checkbox"/> \$1,700	
Inside Front	Full Page: 7.5" X 10" (no bleed) or 8.625" X 11.25" (includes 1/8" bleed)	<input type="checkbox"/> \$1,600	
Inside Back	Full Page: 7.5" X 10" (no bleed) or 8.625" X 11.25" (includes 1/8" bleed)	<input type="checkbox"/> \$1,450	

### 1 Issue Advertising Rates:

Image Size(s): w x h	1 Issue		1 Issue		
	BW		CMYK		
Full Page	7.5" X 10" (no bleed) or 8.625" X 11.25" (w/bleed)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$875		
Half Page	7.5" X 4.75" (horizontal) or 3.625" X 10" (vertical)	<input type="checkbox"/> \$275	<input type="checkbox"/> \$775		
Quarter Page	3.625" x 4.75 (vertical)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$675		

**GRAND TOTAL: \$ \_\_\_\_\_**

**Design Fees:** 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.

### CONTACT INFORMATION:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Physical Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Toll Free (800)

\_\_\_\_\_  
Email

\_\_\_\_\_  
Web Page Address

### PAYMENT INFORMATION:

Check enclosed payable to TAHPERD

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

Check Number \_\_\_\_\_ Amount \_\_\_\_\_

Charge (Amount) \$ \_\_\_\_\_ to:

MasterCard     Visa     Discover     AMEX

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

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Signature