

# 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 artwork is to be provided by the advertiser and sent to the TAHPERD office by the following due dates. Payment is also required by ad due dates.

**Subscription Issues** **Ad Due Dates**

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.

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 a minimum of two weeks 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 \_\_\_\_\_