

ADVERTISING CONTRACT

TEXAS HERITAGE MAGAZINE

The publication of the Texas Historical Foundation (established 1954)

AD SIZE (select one)

Page unit	Ad Cost
<input type="checkbox"/> Full Page (7-1/2" x 9-1/2")	<input type="checkbox"/> 1X \$450 <input type="checkbox"/> 4X contract \$382.50
<input type="checkbox"/> 2/3 Page (5" x 9-1/2") <input type="checkbox"/> Vert. <input type="checkbox"/> Horiz.	<input type="checkbox"/> 1X \$350 <input type="checkbox"/> 4X contract \$297.50
<input type="checkbox"/> 1/2 Page (7-1/2" x 5") <input type="checkbox"/> Vert. <input type="checkbox"/> Horiz.	<input type="checkbox"/> 1X \$250 <input type="checkbox"/> 4X contract \$212.50
<input type="checkbox"/> 1/3 Page (4-1/2" x 5") <input type="checkbox"/> Vert. <input type="checkbox"/> Horiz.	<input type="checkbox"/> 1X \$200 <input type="checkbox"/> 4X contract \$170.00
<input type="checkbox"/> 1/4 Page (3-3/4" x 5") <input type="checkbox"/> Vert. <input type="checkbox"/> Horiz.	<input type="checkbox"/> 1X \$150 <input type="checkbox"/> 4X contract \$127.50
<input type="checkbox"/> 1/6 Page (2-1/4" x 5") <input type="checkbox"/> Vert. <input type="checkbox"/> Horiz.	<input type="checkbox"/> 1X \$100 <input type="checkbox"/> 4X contract \$85.00

COLOR

- Four-color process...add \$600 to space rate
- Black + 1 color...add \$200 per color; \$250 per PMS matched color
- Black + 2 colors...add \$200 per color; \$250 per PMS matched color

PREMIUM POSITIONING

- Back cover \$2,000
- Front inside cover...add 25% to cost of ad
- Back inside cover...add 25% to cost of ad

AMOUNT DUE

Please complete the information below:

- Cost of ad: _____
- Premium positioning: _____
- Member discount (subtract 10% of total ad cost) _____
- Total due: _____

PAYMENT

- Check enclosed (see address below)
- Charge my Visa Mastercard AMEX

Card number _____ Exp. _____

Name on card _____

Billing address _____

Signature _____