ADVERTISING CONTRACT
TEXAS HERITAGE MAGAZINE
The publication of the Texas Historical Foundation (established 1954)

AD SIZE (select one)

<table>
<thead>
<tr>
<th>Page unit</th>
<th>Ad Cost</th>
<th>1X</th>
<th>4X contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>___ Full Page (7-1/2&quot; x 9-1/2&quot;)</td>
<td>___ $450</td>
<td>___ 382.50</td>
<td></td>
</tr>
<tr>
<td>___ 2/3 Page (5&quot; x 9-1/2&quot;) ___ Vert. ___ Horiz.</td>
<td>___ $350</td>
<td>___ 297.50</td>
<td></td>
</tr>
<tr>
<td>___ 1/2 Page (7-1/2&quot; x 5&quot;)</td>
<td>___ Vert. ___ Horiz.</td>
<td>___ $250</td>
<td>___ 212.50</td>
</tr>
<tr>
<td>___ 1/3 Page (4-1/2&quot; x 5&quot;) ___ Vert. ___ Horiz.</td>
<td>___ $200</td>
<td>___ 170.00</td>
<td></td>
</tr>
<tr>
<td>___ 1/4 Page (3-3/4&quot; x 5&quot;) ___ Vert. ___ Horiz.</td>
<td>___ $150</td>
<td>___ 127.50</td>
<td></td>
</tr>
<tr>
<td>___ 1/6 Page (2-1/4&quot; x 5&quot;) ___ Vert. ___ Horiz.</td>
<td>___ $100</td>
<td>___ 85.00</td>
<td></td>
</tr>
</tbody>
</table>

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 ________________________________

Texas Historical Foundation | P.O. Box 50314 | Austin, TX 78763
512.453.2154 phone | 512.499.3944 | admin@texashistorticalfoundation.org