



# SHERIFFS' ASSOCIATION OF TEXAS

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## Advertising Rates for the Texas Lawman Magazine

**the Texas Lawman** is the official quarterly magazine of the Sheriffs' Association of Texas (SAT). With publications dating back to 1932, **the Texas Lawman's** approximately 60,000 subscribers include Sheriffs of Texas, law enforcement personnel throughout the State, libraries, affiliated groups, key people in regulatory agencies in the State as well as Citizens of Texas.

### PRODUCTION/ELECTRONIC SPECIFICATIONS

Ads are to be full process color, files set-up for high resolution output, submitted in the proper size (based on space reservation). All files must be set up with CMYK color (not RGB).

Ads may be submitted on CD or e-mailed attachments. Accepted applications: high resolution PDF or .jpg. Any files emailed should be submitted as PDF (high resolution-300 dpi) or high resolution JPEG.

Advertisements or parts of advertisements clipped from other publications will not be accepted.

### BLEEDS

Accepted only on full-page and cover advertisements. Bleed size is 8-5/8 x 11-1/4 inches. No extra charge for bleed. Please indicate if you desire a bleed.

### CONTRACT REGULATIONS

SAT will not be bound by any conditions appearing in orders or copy instructions when those conditions conflict with the regulations set forth in this rate chart. SAT reserves the right to reject advertising and parts of advertisements that we feels are not in keeping with the publication's standards.

Every attempt will be made to follow advertiser's positioning requests, but the positioning of advertising is at the discretion of the SAT. Exceptions include contracts for center spread and cover positions, for which advertisers pay a premium.

Yearly advertising contracts begin with the first issue in which the ad is placed, and ends with the issue preceding that in which the first issue ran. The ads must remain the same size throughout the contract year but different artwork or copy may be substituted, when provided within the prescribed closing dates.

SAT has the option to repeat previous advertisements if new advertisement does not arrive by deadline. Charges will be adjusted in accordance with the frequency rate earned if more or fewer insertions are used than originally ordered.

### TERMS

Each advertiser/company will be required to sign an adverting contract before the first ad is published. Payment is due upon receipt of the invoice.

| 2017 RATES                               |                              |                |                                  |
|--|------------------------------|----------------|----------------------------------|
| SPACE                                    | DIMENSIONS<br>(W x H inches) | COST PER ISSUE |                                  |
|  |                              | Single Issue   | 1 Year<br>(4 consecutive issues) |
| Full Page                                | 7-1/4 x 10                   | \$1,100.00     | \$3,500.00                       |
| 1/2 Page                                 | 7-1/4 x 4-15/16              | \$600.00       | \$1,920.00                       |
| 1/4 Page                                 | 3-1/2 x 4-15/16              | \$400.00       | \$1,280.00                       |
| <b>Inside Front or Inside Back Cover</b> |                              |                |                                  |
| Full Page                                | 7-1/4 x 10                   | \$2,100.00     | \$6,720.00                       |
| 1/2 Page                                 | 7-1/4 x 4-15/16              | \$1,100.00     | \$3,520.00                       |
| <b>Outside Back Cover</b>                |                              |                |                                  |
| 1/2 Page                                 | 7-1/4 x 4-15/16              | \$1,300.00     | \$4,160.00                       |

| IMPORTANT DATES |                  |                    |
|-----------------|------------------|--------------------|
| ISSUE           | AD CLOSING DATE  | DROP DATE          |
| Spring 2017     | January 27, 2017 | March 6, 2017      |
| Summer 2017     | April 21, 2017   | June 2, 2017       |
| Fall 2017       | July 28, 2017    | September 14, 2017 |
| Winter 2017     | October 27, 2017 | December 12, 2017  |