

The JOURNAL OF TEXAS PHILATELY & POSTAL HISTORY

Official Journal of the Texas Philatelic Association, Inc.

Advertising Rates for 2018



Position	B&W Rates	
	Single	Contract(4)
Back Cover	\$65.00	\$234.00
Inside Cover (2)	\$40.00	\$144.00
Inside Full Page	\$35.00	\$126.00
Inside Half Page	\$20.00	\$72.00
Inside Third Page	\$12.00	\$43.00
Inside Quarter Page	\$10.00	\$36.00
Mini-Ad	\$5.00	\$18.00

Position	Color Rates	
	Single	Contract (4)
Back Cover	\$90.00	\$324.00
Inside Cover (2)	\$60.00	\$216.00
Inside Full Page	\$45.00	\$162.00
Inside Half Page	\$25.00	\$90.00
Inside Third Page	\$15.00	\$54.00
Inside Quarter Page	\$12.50	\$45.00
Mini-Ad	\$7.00	\$28.00

SPECIFICATIONS (in inches)

Back Cover	8 ½ x 11 (Full bleed)
Inside Cover	8 ½ x 11 (Full bleed)
Inside Full Page	8 ½ x 11 (Full bleed)
Inside 1/2 Page Horizontal	7 ½ x 4 ¾
Inside 1/2 Page Vertical	3 ½ x 9 ¾
Inside 1/3 Page Horizontal	7 ½ x 3 ½
Inside 1/4 Page	3 ½ x 4 ¾
Mini-Ad	2 ¾ x 1 ¾

Accepted formats in order of preference:

300 dpi tiff, pdf or jpeg with CMYK color. Of the three, jpeg offers the least quality and is primarily an image for the web and not for printing. Large jpeg images sometimes print without difficulty. Images downloaded

ADVERTISING DEADLINES

February

Publisher prepared copy	Jan 1
Advertiser prepared copy	Jan 10

May

Publisher prepared copy	Apr 1
Advertiser prepared copy	Apr 10

August

Publisher prepared copy	Jul 1
Advertiser prepared copy	Jul 10

November

Publisher prepared copy	Oct 1
Advertiser prepared copy	Oct 10

Name _____

Address _____ City _____ St _____ ZIP _____

Signature _____

Date _____

Please indicate the advertisement size and quantity you would like by checking the box next to your selection. Send a check made out to TPA for the amount of the advertisement you selected and send it to:

TPA Treasurer
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