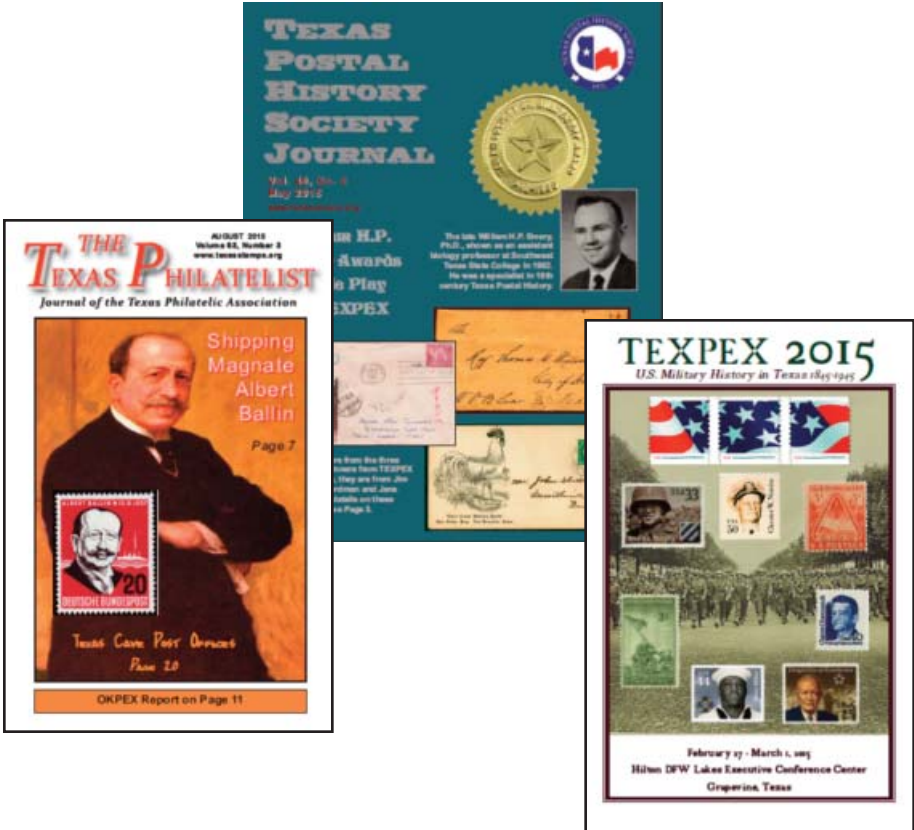


# TEXAS PHILATELIC PUBLICATIONS ADVERTISING RATES



Three major Texas philatelic publications are now offering an opportunity to reach the most dedicated group of collectors in the state, and save advertisers a little money as well.

This offer is made to dealers, shows, society members and individuals who are interested in supporting organized philately in Texas as well as reaching those dedicated collectors.

Placing an advertisement in all three publications will accomplish those goals and result in a 10% discount if paid at one time.

# The Texas Philatelist

| Position            | B&W Rate |            | Color Rate |            |
|---------------------|----------|------------|------------|------------|
|                     | Single   | Contract 4 | Single     | Contract 4 |
| Back Cover          | \$65     | \$234      | \$90       | \$324      |
| Inside Cover (2)    | \$40     | \$144      | \$60       | \$216      |
| Inside Full Page    | \$30     | \$108      | \$45       | \$162      |
| Inside Half Page    | \$15     | \$54       | \$22.50    | \$81       |
| Inside Third Page   | \$11     | \$40       | \$15       | \$54       |
| Inside Quarter Page | \$8      | \$29       | \$12.50    | \$45       |
| Mini-Ad             | \$4      | \$14       | \$5        | \$18       |

## SPECIFICATIONS (in inches)

|                  |               |
|------------------|---------------|
| Back Cover       | 4 1/2 x 7 1/2 |
| Inside Cover     | 4 1/2 x 7 1/2 |
| Inside Full Page | 4 1/2 x 7 1/2 |
| Inside 1/2 Page  | 4 1/2 x 3 3/4 |
| Inside 1/3 Page  | 4 1/2 x 2 1/2 |
| Inside 1/4 Page  | 4 1/2 x 1 3/4 |
| Mini-Ad          | 2 1/8 x 1 3/8 |

Accepted formats in order of preference are:

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 from the internet are very low quality.

## 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 .....July 1  
Advertiser prepared copy .....July 10

### November

Publisher prepared copy .....Oct. 1  
Advertiser prepared copy .....Oct. 10

Advertising contracts and copy regulations are available on the TPA website - [www.texasstamps.org](http://www.texasstamps.org). or from TPA and TPHA Secretary-Treasurer Lyle Boardman, 3916 Wyldwood Road, Austin TX 78739-3005 or email [lcb1941@att.net](mailto:lcb1941@att.net). Also, the TPA offers Classified Advertising opportunities.

Ad design and other information is available by contacting Tom Koch, 1013 Springbrook Dr., DeSoto TX 75115 or email [tkoch@tx.rr.com](mailto:tkoch@tx.rr.com).

# TPHS Journal

| Position            | Per Insertion | 4 Issues |
|---------------------|---------------|----------|
| Outside Back Cover  | \$50          | \$180    |
| Inside Front Cover  | \$40          | \$144    |
| Inside Back Cover   | \$40          | \$144    |
| Inside Full Page    | \$35          | \$126    |
| Inside Half Page    | \$28          | \$100    |
| Inside Junior Page  | \$20          | \$72     |
| Inside Quarter Page | \$10          | \$36     |

## SPECIFICATIONS (in inches)

|                            | Full bleed | No bleed      |
|----------------------------|------------|---------------|
| Back Cover                 | 8 1/2 x 11 | 7 1/2 x 10    |
| Inside Cover               | 8 1/2 x 11 | 7 1/2 x 10    |
| Inside Full Page           | 8 1/2 x 11 | 7 1/2 x 10    |
| Junior Page                | -----      | 4 1/2 x 7 1/2 |
| Inside 1/2 Page horizontal |            | 7 1/2 x 4 3/4 |
| Inside 1/2 Page vertical   |            | 3 1/2 x 9 3/4 |
| Inside 1/4 Page -----      |            | 3 1/2 x 4 3/4 |

Accepted formats and the deadlines are same as for *The Texas Philatelist*.

\*The Junior Page size is the same for the *Texas Philatelist*, the *TPHS Journal* and the TEXPEX program. All other Texas Philatelist ad sizes are the same for the TEXPEX program but not the *TPHS Journal*.

## TEXPEX Show Program

| Position           | 1 Issue Per Insertion |
|--------------------|-----------------------|
| Outside Back Cover | \$50                  |
| Inside Front Cover | \$40                  |
| Inside Back Cover  | \$40                  |
| Inside Full Page   | \$30                  |
| Inside Half Page   | \$20                  |

## Combo Option

For the first time an **additional discount of 10 percent** is available for the same ad placed in all three publications during the calendar year (4 ads in *The Texas Philatelist*, 4 ads in the *TPHS Journal* and an ad in the TEXPEX annual program. The combo ad must be a full page size in *The Texas Philatelist* (4 1/2 x 7 1/2 inches). That is the same that fits into the TEXPEX program. The same ad is called a "Junior Page" in the *TPHS Journal*. No resizing is necessary.

**For the TEXPEX program we will update any dealer ad with your booth number.**

# The New Texas Publications Combo Offer



1. ***The Texas Philatelist*** (4 times a year)  
Publication of the Texas Philatelic Association



2. ***The Texas Postal History Society Journal*** (4 times a year)  
Publication of the TPHS



3. ***TEXPEX APS World Series Show Program*** (once a year)

See inside to choose your plan!

Rates effective Jan. 1, 2016