

The Publication of the **2017 Rate Card**
TEXAS ASSOCIATION OF STRUCTURAL MOVERS

TEXAS MOVER



ADVERTISING RATES AND INFORMATION

NEWLETTER ADVERTISING		
Back Cover (4color)	2x-\$900	1x-\$1,200
Inside Back (4color)	2x-\$600	1x-\$800
Inside Front (4color)	2x-\$800	1x-\$1,000
Full Page-Anywhere (4 color)	2x-\$250	1x-\$350
1/2 Page (4 color)	2x-\$100	1x- \$150
Business Card Ads	\$40	\$50

CIRCULATION
 Texas Movers magazine reaches more than 400 members in Texas, and throughout the U.S., Canada twice a year in May and November.

AD AGENCY REQUIREMENTS
 Rates are not agency commissionable

MATERIAL REQUIREMENTS
 All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

MECHANICAL REQUIREMENTS

	W	X	H
Full Page	8"	X	11
1/2 Page	8"	X	5.5"
1/2 Page (vertical col)	4 "	X	8"
Bleed:	8 3/4"	X	11 1/4"
Trim Size	8 1/2"	X	11"

ACCEPTABLE SOFTWARE INCLUDES
 Adobe Illustrator CS versions 11 or >
 Adobe Photoshop CS versions 8.0 or >

ADVERTISING AND MATERIAL DEADLINES

Issue	Reserve space	Submit ad
Spring	April 15	May 1
Winter	Oct 15	Oct. 31

ADDITIONAL FILES INCLUDE
 (.pdf) —High resolution only
 (.eps) —flattened files only
 (.tif) —flattened or layered files
 (.jpg) —high resolution 300 dpi minimum at actual size
 (.psd) —flattened layered files—include fonts.

ACCEPTABLE COLOR PROFILES AND RESOLUTION

Images must be in a CMYK color mode
 Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
 All colors used in a document must be defined as CMYK process colors
 Spot colors must be converted to CMYK
 Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

TASM WEBSITE —LINKED BANNER ADS—

Website “Rotating” Banner Ads

- **Linked direct to your company!**
- TASM’s HOME page – **43,000 + views**
- \$1,500 a year or only \$4 a day !
- 24/7 advertising—**ads follow click-throughs**
- 365 continuous days a year for one price
- Specifications 2.5 inches W x 1.5 Inches H
- Full process color
- Banner ads **target market** for your company
- **BONUS**-Two full page 8.5x11 full color ads a year e-blasts sent direct to TASM membership.

OR

Website 3x5 HOME Page Ads

- **Linked direct to your company!**
- TASM’s 3x5 ads –**Visually Dominate**
- TASM’s HOME page – **43,000 + views**
- \$5,000 or \$4,000 a yr or \$1,500 a day !
- 24/7 advertising
- 365 continuous days a year
- Specifications: 3 inches wide x 5 inches high
- Full process color
- **BONUS:** 4 full page 8.5x11 full color ads a year e-blasted to the TASM members.

Sold Out

PUBLISHING AND ADVERTISING SALES

Joe McCullough
 TASM Headquarters
 O: 512-454-8626
 F: 512-454-3036
jmccullough@assnmgmt.com

PUBLISHER

Association and Society Management Inc.
 1306-A West Anderson Lane
 Austin, TX 78757
 512-454-8626

WWW.texashousemovers.com

Texas Mover is published by Association and Society Management for the Texas Structural Movers Association.



ADVERTISING SPACE PURCHASED AS FOLLOWS FOR MAGAZINE ISSUES

POSITION

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Business Card

SIZE

- Full Page
- 1/2 Page

ORIENTATION

- Vertical
- Horizontal

FREQUENCY

- 1 Issue
- 2 Issue

COLOR

- 4 - Color

Start Issue : _____
 End Issue : _____

DEADLINES:

Issue	Reserve Space	Submit Ad
Spring	April 15	May 1
Fall	October 1	October 15

ADVERTISER

Date: _____

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Authorized Signature: _____

TOTAL PURCHASE PRICE OF ADVERTISING

___ Magazine Ad ___ Web "Rotating Banner Ad"/Linked
~~Sold Out~~ ___ Web 3x5 Home Pg Ad Top ___ Middle ___

Magazine: #of Issues: ___ Rate: \$ ___ per Issue \$ _____
 Editions: ___ Spring 2017 ___ Fall 2017

Web Ad Annual: Space Rate \$ _____ Start Date: _____ \$ _____
 End Date: _____

Total Amount: \$ _____

<input type="radio"/> Check	<input type="radio"/> Money Order	<input type="radio"/> Visa	<input type="radio"/> MasterCard	<input type="radio"/> Discover	<input type="radio"/> Amx
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Name on Card : _____

Card Number: _____

Exp: Date: _____ Amount charged: \$ _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

Address: _____

City _____ State _____ Zip _____

Authorized Signature : _____

PLEASE RETURN THE CONTRACT TO :

Joe McCullough

TASM Headquarters 1306-A West Anderson Lane Austin, TX 78757

512-454-8626 Phone * 512-454-3036 Fax * jmcullough@assnmgmt.com E-mail