

TEXAS LONGHORN TRAILS

OFFICIAL PUBLICATION OF THE TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

ADVERTISING SPECIFICATIONS

FULL PAGE



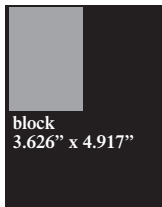
Full Bleed: 8.875" x 11.375"
 Non-Bleed: 7.5" x 10"
 Trim: 8.5" x 11"

<u>RATES</u>	<u>1-5x</u>	<u>6x*</u>	<u>12x*</u>
Color	\$1,100	\$1,050	\$1,000
BW	\$800	\$750	\$700

COVERS

Back Cover \$1,400 Inside Front \$1,300 Inside Back \$1,300

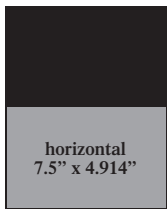
FOURTH PAGE



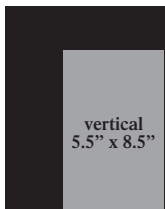
block
3.626" x 4.917"

<u>RATES</u>	<u>1-5x</u>	<u>6x*</u>	<u>12x*</u>
Color	\$550	\$500	\$450
BW	\$400	\$375	\$325

HALF PAGE



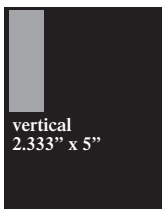
horizontal
7.5" x 4.914"



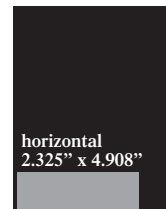
vertical
5.5" x 8.5"

<u>RATES</u>	<u>1-5x</u>	<u>6x*</u>	<u>12x*</u>
Color	\$800	\$750	\$700
BW	\$650	\$575	\$515

SIXTH PAGE



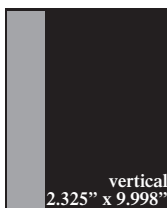
vertical
2.333" x 5"



horizontal
2.325" x 4.908"

<u>RATES</u>	<u>1-5x</u>	<u>6x*</u>	<u>12x*</u>
Color	\$250	\$200	\$150
BW	\$150	\$100	\$75

THIRD PAGE



vertical
2.325" x 9.998"



block
4.902" x 7.797"

<u>RATES</u>	<u>1-5x</u>	<u>6x*</u>	<u>12x*</u>
Color	\$650	\$625	\$550
BW	\$500	\$475	\$425

ADDITIONAL MARKETING TOOLS



Sale Pen
2.389" x 3.181"



Sale Pen x 2
4.875" x 3.125"

<u>RATES</u>	
Sale Pen (1/9 pg. B&W)	\$75/each or 2/\$150
Sale Pen (1/9 pg. color)	\$125/each or 2/\$200
Sale pens limited to two per issue; one photo per sale pen.	