

TEXAS Coach

THE OFFICIAL PUBLICATION OF THE TEXAS HIGH
SCHOOL COACHES' ASSOCIATION

Advertising Rates and Specifications

The Most Cost-Effective Way to Reach:

- 545 million dollar+ school athletic market
- 100 percent coverage of Texas coaches, athletic directors, business managers and school superintendents.
- Subscribers in all 50 states and several foreign countries.
- 20,000+ circulation

CIRCULATION

Published by the Texas High School Coaches' Association since 1957. Advertising rates based on guaranteed paid circulation (annual average) in excess of 19,000 copies per issue. Subscription prices: \$16.00 per year; \$30.00 for two years. Foreign: \$30.00 per year; \$50.00 for two years. Single copies: \$5.00 per issue.

ISSUES AND CLOSING DATES

TEXAS COACH is published monthly except June, July and December. Dated the first of the month, mailing is completed by the 15th of the month. Ad space reservations are due 45 days prior to the issue publication date. (Exception: August issue - Ad copy for this issue is due JUNE 1.

ADVERTISING RATES

Page Unit	1 time	3 times	6 times	9 times
Full Page	\$700	\$620	\$590	\$565
2/3	\$570	\$510	\$485	\$430
1/2	\$480	\$430	\$415	\$400
1/4	\$345	\$315	\$305	\$295
1/6	\$285	\$270	\$260	\$250
1/8	\$265	\$260	\$250	\$240
Cover 2	\$810	\$735	\$680	\$645
Cover 3	\$780	\$685	\$655	\$625
Cover 4	\$835	\$730	\$700	\$665

Four Color

Full Page	\$1780	\$1700	\$1670	\$1645
Half Page	\$1560	\$1510	\$1495	\$1480

Color (Additional \$360 per color)

ALL PRICES ARE NET. NO AGENCY DISCOUNTS

CONTRACT AND COPY REGULATIONS

Copy subject to approval. Cigarette and alcoholic beverage advertising not accepted. Cancellations must be acknowledged by publishers. The publisher assumes no responsibility and will not be held liable for any statements appearing in advertising. It is assumed that all pictures, names, and endorsements by advertising have been covered by written consent.

MECHANICAL REQUIREMENTS

Advertising rates are based on materials meeting the following specifications:

TRIM SIZE: 8-1/4" x 10 3/4" (full page)

BLEED SIZE: (full pages only). Allow 1/8" extra per side for bleed. Combined dimensions: 8-1/2" x 11

SIZE OF AD	WIDTH		DEPTH
Full Page	7-1/4"	x	9 3/4"
Full Page w/ Bleed	8-1/2"	x	11
2/3 Page Vertical	4-3/8"	x	9 3/4"
1/2 Page Vertical (Island)	4-3/8"	x	7"
1/2 Page Horizontal	7-1/4"	x	4 3/4"
1/4 Page Horizontal	4 3/8"	x	3 1/2"
1/4 Page Vertical	3 1/8"	x	4 3/4"
1/6 Page Vertical	2-1/4"	x	4 3/4"
1/6 Page Horizontal	4-1/2"	x	2-14"
1/8 Page Horizontal	4/38"	x	2"

Ads which are designed and/or created at the request of the advertiser will be billed over and above the space rate. The client will be charged Publisher's standard fees for production.

For Best Results, files should be created with:

- QuarkXpress or InDesign (with graphics files and fonts collected)

OR saved as:

- EPS (with fonts saved in outline form)
- TIF file formats (300 dpi resolution for raster images/600 dpi for line art)
- Print ready high-resolution PDFs
- All ads must be accompanied by a proof
- No Publisher, Powerpoint or Word files will be accepted.
- Any needed pre-press corrections, additions or alterations authorized by client are extra and will be charged to the advertiser as a production expense.

Texas High School Coaches' Association, Inc.

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