



SHERIFFS' ASSOCIATION OF TEXAS

1601 S Interstate 35 Phone: 512-445-5888
 Austin TX 78741-2503 Fax: 512-445-0228
 Website: www.txsheriffs.org E-mail: info@txsheriffs.org

Advertising Rates for the Texas Lawman Magazine

the Texas Lawman is the official quarterly magazine of the Sheriffs' Association of Texas (SAT). With publications dating back to 1932, **the Texas Lawman's** approximately 60,000 subscribers include Sheriffs of Texas, law enforcement personnel throughout the State, libraries, affiliated groups, key people in regulatory agencies in the State as well as Citizens of Texas.

PRODUCTION/ELECTRONIC SPECIFICATIONS

Ads are to be full process color, files set-up for high resolution output, submitted in the proper size (based on space reservation). All files must be set up with CMYK color (not RGB).

Ads may be submitted on CD or e-mailed attachments. Accepted applications: high resolution PDF or .jpg. Any files emailed should be submitted as PDF (high resolution-300 dpi) or high resolution JPEG.

Advertisements or parts of advertisements clipped from other publications will not be accepted.

BLEEDS

Accepted only on full-page and cover advertisements. Bleed size is 8-5/8 x 11-1/4 inches. No extra charge for bleed. Please indicate if you desire a bleed.

CONTRACT REGULATIONS

SAT will not be bound by any conditions appearing in orders or copy instructions when those conditions conflict with the regulations set forth in this rate chart. SAT reserves the right to reject advertising and parts of advertisements that we feels are not in keeping with the publication's standards.

Every attempt will be made to follow advertiser's positioning requests, but the positioning of advertising is at the discretion of the SAT. Exceptions include contracts for center spread and cover positions, for which advertisers pay a premium.

Yearly advertising contracts begin with the first issue in which the ad is placed, and ends with the issue preceding that in which the first issue ran. The ads must remain the same size throughout the contract year but different artwork or copy may be substituted, when provided within the prescribed closing dates.

SAT has the option to repeat previous advertisements if new advertisement does not arrive by deadline. Charges will be adjusted in accordance with the frequency rate earned if more or fewer insertions are used than originally ordered.

TERMS

Each advertiser/company will be required to sign an adverting contract before the first ad is published. Payment is due upon receipt of the invoice.

2019 RATES			
SPACE	DIMENSIONS (W x H inches)	COST PER ISSUE	
		Single Issue	1 Year (4 consecutive issues)
Full Page	7-1/4 x 10	\$1,100.00	\$3,520.00
1/2 Page	7-1/4 x 4-15/16	\$600.00	\$1,920.00
1/4 Page	3-1/2 x 4-15/16	\$400.00	\$1,280.00
Inside Front or Inside Back Cover			
Full Page	7-1/4 x 10	\$2,100.00	\$6,720.00
1/2 Page	7-1/4 x 4-15/16	\$1,100.00	\$3,520.00
Outside Back Cover			
1/2 Page	7-1/4 x 4-15/16	\$1,300.00	\$4,160.00

IMPORTANT DATES		
ISSUE	AD CLOSING DATE	DROP DATE
Spring	February 4, 2019	March 18, 2019
Summer	April 24, 2019	June 5, 2019
Fall	August 19, 2019	September 26, 2019
Winter	October 21, 2019	December 10, 2019