

Texas Association of Community Schools

TACS Today

Advertising Contract – October 2017 Issue

Advertising Company:
Product/Service:
Agency (if applicable):
Contact Person:
Address:
City: State: Zip:
Phone: Fax:
E-Mail:

Advertising Rates

Deadline for Insertion: June 1, 2017 ALL ADS ARE COLOR

- Full Page (7.5x10 4-color) \$1300
Full Page (7.5x10 2-color) \$1000
2/3 Page (7.5x6.5 2-color) \$850
1/2 Page (7.5x5 2-color) \$700
1/3 Page (7.5x3 2-color) \$600
1/4 Page (3.5x4.75) \$500
Inside Front/Back Covers (7.5x10 full-color only) \$1400
Outside Back Cover (7.5x5 full-color only) \$1500

TACS Today

- TACS Today is the official annual magazine of the Texas Association of community Schools. TACS provides information to school administrators, and other professionals throughout Texas. Publication is in the fall – October 2017.
TACS Today editorial objective is to inform readers of the latest developments in the school districts throughout Texas.

Advertising General Policy

- All advertisements are subject to publisher's approval. The publisher reserves the right at any time to reject or cancel any advertising for any reasons, including but not limited to, any advertisement which, in the opinion of the publisher, does not conform to the editorial or graphic standards of the publication.
Advertisers and their agencies agree to indemnify and protect TACS from any claim or action based on content of advertisements printed.
The publisher reserves the right to insert the word "advertisement" in advertising that simulated the editorial format.
All advertisements are published for the benefit of the agency and the advertiser. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies, without commission, as are due and payable to the publisher.
Proper notification will be given of any rate changes.
A signature is required on this document for all advertising insertions. Advertisers will be billed at the advertising rate unless contract and insertion order(s) specify high cost.
The publisher will accept requests to make changes in advertising at their discretion, but is not responsible for any errors in any ad or copy revisions made by the publisher.
The publisher is not liable for damages if for any reason they fail to publish an advertisement.
When no specific copy instructions are received for an issue in which the contract schedules an insertion, Publisher will use the most recently run copy.

Mechanical Specifications

Printed offset, saddle stitched, trim size 8.5x11
150 dpi line screen recommended

Preferred material: Electronic material is preferred in the following formats, through e-mail or on CD: Negatives (right reading emulsion side down); positives; camera-ready art; computer files. Provide files (including fonts and artwork) on CD. PDF ads must be 100% correct, 300 dpi at the desired print size with fonts and artwork embedded. (If providing 2-color artwork, use black and 100% magenta. Actual color will be assigned at the print shop). Laser print-out must accompany all files.

Production Charges

Advertising rates are for space only. Charges for any design, layout, alterations, or correction to your file; plus any required color proofs, will be charged at \$75 per hour, plus cost of proof at \$45. Call for additional information.

Ads must be paid in FULL prior to insertion

Amount of Check \$ Date

Authorized Signature

Please return signed contract with your check and hard copy ad to: Linda Valk, TACS, 1011 San Jacinto Blvd., Ste. 204, Austin, TX 78701; 512/440-8227; Fax 512/442-6705; lindavalk@tacsnet.org

