tylertoday MAGAZINE

Tyler's oldest and only city magazine, since 1989.

EDITORIAL CALENDAR

FEB-MAR	Azalea Trail, Financial, Home Improvement Tyler Heart Ball UT Tyler Patriot Golf Classic
APR-MAY	Legal, Mother's Day, Summer Planner Womens's Symphony League Ball
JUNE-JULY	Education, Father's Day, Graduates TABA Parade of Homes™ Tyler Cattle Barons' Gala
AUG-SEPT	Fall Planner, Health Texas Rose Festival
OCT-NOV	Holiday Gift Guide, New Car Guide JLT Mistletoe & Magic Texas Rose Festival Tyler Junior College
DEC-JAN	Philanthropy, The Giving Guide, Retirement, Wedding

PUBLICATION DEADLINES

ISSUE	MATERIAL DEADLINE
FEB-MAR	JANUARY 1st
APR-MAY	MARCH 1st
JUNE-JULY	MAY 1st
AUG-SEPT	JULY 1st
OCT-NOV	SEPTEMBER 1st
DEC-JAN	NOVEMBER 1st

SPECIFICATIONS

"Camera ready" CMYK or grayscale digital files must be in the following format: eps, pdf, jpg or tiff saved as a high resolution (300dpi) file. Files must include fonts (eps files please convert to outlines). Ads should be emailed directly to your Sales Executive.

PRODUCTION CHARGES

Basic ad production is $90/hr. This includes work required to meet magazine specifications on prebuilt ads sent to us for publication. Duplication of ads for other publications may result in additional charges if resizing is required. Logos, photography and other design services are available. Contact us if interested.

TERMS

Publisher reserves the right to reject any advertisement or to request alteration prior to publication of material. Advertisers assume liability for any approved ad printed.

Advertising Agencies - Commissions: 15% to advertising agencies recognized by the publisher on space charges only. Material from agencies must meet the requirements to earn commission. Advertising agencies assume liability for all content of any advertisement placed and for any claims arising therefrom.

Rates effective September, 2014. Editorial Calendar/Content subject to revision. (11/21)

RATES

	1X	2X	4X	6X	6X MONTHLY BILLING
FULL PAGE	$2120	$1960	$1685	$1500*	($750)
2/3 PAGE	1935	1750	1425	1300*	(650)
1/2 PAGE	1715	1530	1220	1100*	(550)
1/3 PAGE	1500	1305	995	900*	(450)
1/4 PAGE	1355	1165	855	750*	(375)
1/6 PAGE	770	650	455	400*	(200)

*With contract, monthly billing available.

	1X	6X	6X MONTHLY BILLING
DINING & ENTERTAINMENT GUIDE	$750	$500*	(250)

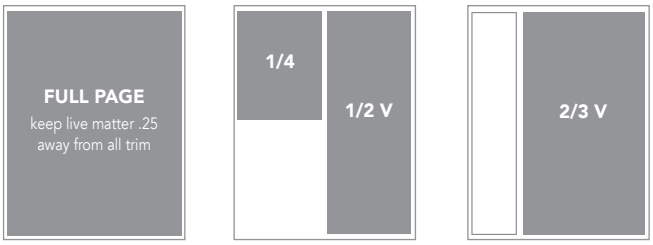
*With contract, monthly billing available.

PREFERRED POSITIONS

Annual Contract Required	Cost per issue	6X MONTHLY BILLING
INSIDE FRONT & FACING	$2800	($1400)
INSIDE BACK & FACING	$2500	($1250)
BACK COVER	$3000	($1500)
FACING FEATURES (PG. 3)	$1950	($975)
FACING DEPARTMENTS (PG. 5)	$1950	($975)
ADJACENT MASTHEAD (2/3 AD-PG. 6)	$1650	($825)
FACING MASTHEAD (PG. 7)	$1950	($975)
FACING "FROM THE EDITOR" (PG. 9)	$1950	($975)
SUBSCRIPTION CARD INSERT (VARIES)	$1950	($975)
FORWARD PLACEMENT (PGS. 10, 11, 12, 13, 14, 15, 16, 17, 18, 19)	$1950	($975)

ROTATING LINKED BANNER ON TYLERTODAY.COM $100/MONTH

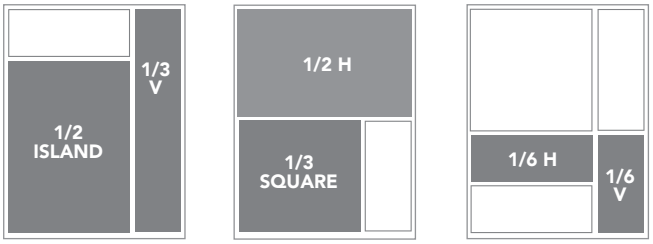
*With ad placement



FULL PG TRIM 8.125" x 10.875"
FULL PG BLEED 8.375" x 11.125"

1/4 PAGE 3.375" x 4.875"
1/2 VERTICAL 3.375" x 10'

2/3 VERTICAL 4.5" x 10"



1/2 ISLAND 4.5" x 7.625"
1/3 VERTICAL 2.1875" x 10"

1/3 SQUARE 4.5" x 4.875"
1/2 HORIZONTAL 7" x 4.875"

1/6 VERTICAL 2.1875" x 4.875"
1/6 HORIZONTAL 4.5" x 2.25"

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