

# THE TEXAS INVESTIGATOR 2016 MEDIA KIT



The Texas Investigator Magazine  
c/o  
Texas Association of Licensed Investigators, Inc.  
2951 Marina Bay Drive, Ste. 130-564  
League City, TX 77573 Toll-free - 877-444-TALI (8254)  
Toll-free fax - 877-445-TALI (8254)



# ***ADVERTISING SPECIFICATIONS***

When submitting your ad, we want the best results for you. We have guidelines to follow to insure the visual appearance for your ad. If at any time you are uncertain of how to get your ad to “fit” to be in compliance, please contact your sales representative who will be happy to assist you.

## **GUIDELINES FOR YOUR AD**

1. Make sure your ad is at least 300dpi, but less than 1200dpi.
2. Ad should be formatted for CMYK (4-color) process. This includes black and white ads.
3. Ad **must** be in PDF format.
4. Once your ad meets the above requirements, contact your sales representative to get the email address for your submission.

We sell ads in the following sizes (in full color or black and white):

## **ADVERTISING OPPORTUNITIES**

We have ad space available in the following sizes (in full color OR black and white):

- Cover Placement (Rear Cover)
- Cover Placement (Inside Front)
- Cover Placement (Inside Rear)
- Full Page (other than Covers)
- 1/2 Page (vertical or horizontal)
- 2/3 Page (vertical or horizontal)
- 1/3 Page (vertical or horizontal)
- 1/6 Page (vertical or horizontal)

We also offer Classified Ads as follows:

- Business Cards
- Classified Ads

# RATE CARD

Prices Effective March 7, 2016

SIZE	1x	4x
Back Cover <sup>2</sup>	X	\$4,000 <sup>1</sup>
Inside Cover (Front/Rear) <sup>2</sup>	X	\$3,800 <sup>1</sup>
Full Page	\$1,000	\$3,600 <sup>1</sup>
½ Page	\$500	\$1,800 <sup>1</sup>
2/3 Page	\$890	\$3,204 <sup>1</sup>
1/3 Page	\$445	\$1,602 <sup>1</sup>
1/6 Page <sup>3</sup>	\$325	\$1,170 <sup>1</sup>
Business Card <sup>4</sup>	\$175	\$630 <sup>1</sup>
Classified Ad	\$25 per column inch	

<sup>1</sup> Includes a 10% discount (must be **prepaid**)

<sup>2</sup> Call for availability. Cover space is only sold annually (4 issues).

<sup>3</sup> Space is **very** limited. Must call for availability.

<sup>4</sup> TAL members receive \$50 off the regular Business Card ad price.

## DEADLINES

Deadline	March	June	September	December
Reserve Ad Space	Feb 15	May 15	Aug 15	Nov 15
Ad Artwork to Editor	Feb 20	May 20	Aug 20	Nov 20
Changes/Corrections	Feb 25	May 25	Aug 25	Nov 25
Mail Date	Mar 10	June 10	Sept 10	Dec 10
Arrival Date	Mar 15-20	June 15-20	Sept 15-20	Dec 15-20

**Reserve Ad Space** – Advertiser must have submitted a complete Advertising Insertion Order/Contract by this date to guarantee space. First time advertisers must also include payment.

**Ad Artwork to Editor** – Editor must receive all artwork and ad copy by this date.

**Changes/Corrections** – This is the “drop dead” date for any changes or corrections to artwork. **NO** changes, alterations, or corrections will be accepted after this date. For ongoing insertions, the previously run ad will appear in the next issue if new artwork has not been received by this date.

**Mail Date** – This is the *approximate anticipated* mailing date.

**Arrival Date** – This is the approximate anticipated date to arrive in readers’ hands.