



Advertising Rate Sheet

contact

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publication

Currently, *Texas Professional Engineer* is undergoing restructuring and advertisement orders are not being accepted at this time.

Please contact Trish Smith at trishb@tspe.org for more information.

agency commission/discounts

- Recognized advertising agencies of record may request a 15% commission on display advertising in TPE magazine.
- Discounted multiple listing rates (3x and 6x) require consecutive placement. (Rates listed are per issue rates.)
- Failure to fulfill contract shall result in standard rate charges.

specifications

page specifications

Trim size: 8-1/2" x 11"
 Live area: 7-1/2" x 9-3/4"
 Gutter: 1"

display ad sizes

SIZE	WIDTH	DEPTH
full page	7-1/2" x	10"
2/3 vertical	4-3/4" x	10"
2/3 horizontal	7-1/2" x	6-2/3"
1/2 horizontal	7-1/2" x	5"
1/2 island	4-3/4" x	6-3/4"
1/3 square	4-3/4" x	4-3/4"
1/6 vertical	2-3/8" x	5"
1/6 horizontal	4-3/4" x	3-1/3"
business card	3-1/2" x	2"

bleed sizes*

SIZE	WIDTH	DEPTH
full page	8-1/8" x	11-1/8"
half page	7-3/8" x	5-1/8"

*Bleeds accepted for full page ads or spreads only. Spreads to be submitted as two separate full page mechanicals.

Digital files may be submitted by email or CD. Files must be high-resolution (at least 300 dpi). Acceptable formats: JPG, TIF, PDF, PSD, Pagemaker or InDesign files.

A \$20 TYPING FEE WILL BE APPLIED FOR TEXT ADS SUBMITTED BY FAX OR MAIL.

print rates

display ad rates (per issue)

FREQUENCY:

full page	\$	TBD
2/3 page	\$	TBD
1/2 page	\$	TBD
1/3 page	\$	TBD
1/4 page	\$	TBD
1/6 page	\$	TBD

premium space (1 yr contract)

back cover	\$1250/issue
inside front cover	\$1050/issue
inside back cover	\$ 950/issue

business card ads (1 yr contract)

standard	\$400/yr
deluxe (1/6 page)	\$650/yr

classified rates

first 50 words	\$50.00
overage	\$ 0.50/word

web rates

All web ad inquiries and materials should be directed to claire@tspe.org.

web classified (for ads up to 75 words*)

Rates:	1 mo.	2 mos.	Enhancements:	
members	\$50	\$75	email link	No charge
non-members	\$75	\$100	company logo	\$20

additional charges/logo placement

*WEB ADS OVER 75 WORDS: \$10 extra per each additional 75 words.
 TYPING FEE for text supplied in hard copy (via mail/fax): \$20.
 LOGO placement in ad: \$20