

the *Agriculturist*

Fall 2018 Advertising Rate Card

The *Agriculturist* is a student publication of the Texas Tech University Department of Agricultural Education and Communications. Each semester, students enrolled in ACOM 4310: *Development of Agricultural Publications* produce the magazine from start to finish as part of their degree program.

The magazine is a nonprofit publication and is funded solely by advertisers and sponsors.

WHO WILL SEE MY AD?

Circulation: 4,800

In-Mailbox Date: June 2018

Reach: Potentially more than 14,000

Primary Audience: Texas Tech students, alumni, faculty, staff, and prospective students

Secondary Audience: Texas high school ag education programs, CASNR donors, magazine sponsors

ADVERTISEMENT SIZE OPTIONS



Quarter Page | 3.5 in. x 4.75 in. | \$150



Half Page | Horizontal: 7.5 in. x 4.75 in. | \$300
Vertical: 3.5 in. x 10.125 in. | \$300



Full Page (full bleed) | 8.5 in. x 11 in. | \$600
Inside Front/Back Cover (full bleed) | 8.5 in. x 11 in. | \$700



Back Cover (full bleed) | 8.5 in. x 9 in. | \$700
Please note back cover size difference to accommodate mailing labels



SUBMISSION REQUIREMENTS

All advertisements must be CMYK 300 ppi and saved as a PDF. Your ad file MUST fit the dimensions listed above. For a full-page ad, the ad MUST include a minimum 1/8 inch (0.125 in) bleed. If you have any questions regarding file specifications, please contact your sales representative.

IMPORTANT DATES

Premium Ad Contracts

February 28

Advertising Contracts

March 5

Final Art Approval

April 2

Payment Due

April 18

CONTACT INFORMATION

Lindsay Kennedy
Texas Tech University
Department of Agricultural
Education and Communications
Box 42131
Lubbock, TX 79409

lindsay.kennedy@ttu.edu

Phone: 806-742-2816

Fax: 806-742-2880

*Please make checks payable to **Ag Comm Student Magazine***

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Fall 2018 Advertising Contract

Sponsor/Company Name _____

Student Representative _____

SPONSOR INFORMATION

Contact Name _____ Contact Email _____

Mailing Address _____

City _____ State _____ Zip _____

Fax _____ Main Company Phone _____

Contact Cell Number _____

Comments _____

Sponsor Signature _____

Student Representative Signature _____

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ARTWORK

- Provided by business contact
- Use ad from previous *Agriculturist* issue *(please specify):*
Spring/Fall _____ (Year)
- Please design my ad

PAYMENT INFORMATION

Ad Price _____

Total Due _____

Amount Paid _____

Once completed and signed by business contact, advertising contracts may be emailed back to the student represented. If submitting signed contract by mail, please mail to Lindsay Kennedy, Texas Tech University, Department of Agricultural Education and Communications, Box 42131, Lubbock, TX 79409.

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