

PO Drawer 1138
San Marcos TX 78667

TEXAS COACH

2553 IH 35 S
San Marcos TX 78667

THE OFFICIAL PUBLICATION OF THE TEXAS HIGH
SCHOOL COACHES ASSOCIATION
Advertising Rates and Specifications 2018

512-392-3741
Fax: 512-392-3762

The Most Cost-Effective Way to Reach:

- 545 million dollar+ school athletic market
- 100 percent coverage of Texas coaches, athletic directors, business managers and school superintendents.
- Subscribers across the United States and foreign countries.
- 23,000 circulation

CIRCULATION

Published by the Texas High School Coaches' Association since 1957. Advertising rates based on guaranteed paid circulation (annual average) in excess of 20,000 copies per issue. Subscription prices: \$30.00 per year; Foreign subscriptions are \$50.00 per year. Single copies: \$5.00 per issue.

ISSUES AND CLOSING DATES

TEXAS COACH is published monthly except June, July and August. Dated the first of the month, mailing is completed by the 15th of the month. Ad space reservations are due 45 days prior to the issue publication date.

ADVERTISING RATES

Prices below are PER ISSUE - ALL ADS ARE 4/COLOR

Page Unit	1 ISSUE	ALL 9 ISSUES (price is total for all 9 issues)	
Back Cover	\$1,950	\$16,000	
Inside Front Cvr	\$1,900	\$15,500	ALL PRICES ARE NET. NO
Inside Back Cvr	\$1,800	\$15,000	AGENCY DISCOUNTS
Full Page	\$1,700	\$12,000	
Half Page	\$1,200	\$ 9,000	

CONTRACT AND COPY REGULATIONS

Copy subject to approval. Cigarette and alcoholic beverage advertising not accepted. Cancellations must be acknowledged by publishers. The publisher assumes no responsibility and will not be held liable for any statements appearing in advertising. It is assumed that all pictures, names, and endorsements by advertising have been covered by written consent.

MECHANICAL REQUIREMENTS

Advertising rates are based on materials meeting the following specifications:

TRIM SIZE: 8-1/4" x 10 3/4" (full page)

BLEED SIZE: (full pages only). Allow 1/8" extra per side for bleed. Combined dimensions: 8-1/2" x 11

SIZE OF AD	WIDTH		DEPTH
Full Page	7-1/4"	x	9 3/4"
Full Page w/ Bleed	8-1/2"	x	11
1/2 Page Vertical (Island)	4-3/8"	x	7"
1/2 Page Horizontal	7-1/4"	x	4 3/4"

Ads which are designed and/or created at the request of the advertiser will be billed over and above the space rate. The client will be charged Publisher's standard fees for production.

For Best Results, files should be created with:

- QuarkXpress or InDesign (with graphics files and fonts collected)

OR saved as:

- EPS (with fonts saved in outline form)
- TIF file formats (300 dpi resolution for raster images/600 dpi for line art)
- Print ready high-resolution PDFs
- All ads must be accompanied by a proof
- No Publisher, Powerpoint or Word files will be accepted.
- Any needed pre-press corrections, additions or alterations authorized by client are extra and will be charged to the advertiser as a production expense.