

2012 Advertising Opportunities

TMC is the Advocate for the Texas Masonry Contractor and The Line magazine is the Voice of the Texas Masonry Industry. In 2012, each issue of The Line will include articles about:

- The increased usage of masonry in Education, Government and Commercial construction
- Masonry's ongoing role in Sustainable Design
- The impact of masonry ordinances in Texas cities
- Relevant issues dealing with construction law
- Cost effectiveness of fire safety with masonry construction

Plus coverage of the Golden Trowel Awards, Annual Convention and news about member's activities.



DISPLAY

SIZE	1X	4X
Back Cover	\$1,835	\$1,650
Inside Covers	1,405	1,235
Full Page	1,250	1,125
1/2 page	970	875
1/3 page	825	745
1/4 page	715	640

* 4/color included in rates

COVER SPONSORSHIP

- \$1000 (50% due upon reservation)
- Includes cover photo depicting industry-related special project; recognition on cover and feature article based on the cover project.

CONTRACTOR'S CONNECTION

SIZE	RATE
Business Card	\$165

ONLINE OPPORTUNITIES

SIZE	3X	6X	12X
Platinum Banner (980 pixels wide by 100 pixels tall)	\$500	\$450	\$395
Your premium ad will be the exclusive top position on the TMC homepage. This position is not shared with any other advertisers.			
Gold Banner - Side Bar (300 pixels wide by 195 pixels tall)	\$420	\$370	\$315
Silver Banner - Side Bar (300 pixels wide by 95 pixels tall)	\$340	\$285	\$235
Gold and Silver Banner ads appear on the right side of the home page with Gold Banners in the top position and Silver Banners in the lower position. These positions will rotate with other advertisers.			
Bronze Banner Ads (980 pixels wide by 100 pixels tall)	\$150	\$125	\$100

Bronze banner ads appear at the top of the inside pages on the TMC website. Your ad will rotate with other advertisers.

REPRINTS

Contact Patty Huber for a custom quotation on reprints or PDFs: (512) 310-9795, e-mail phuber2@austin.rr.com.

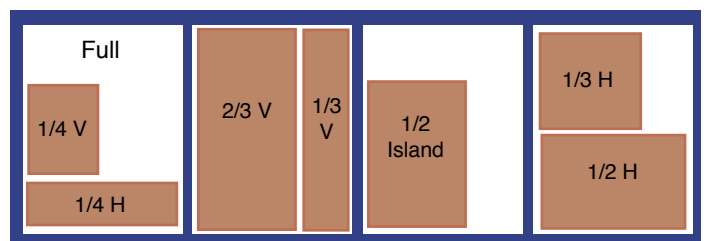
MAGAZINE CLOSING DATES

ISSUE	SPACE RESERVATION	MATERIALS DUE	PUBLISH DATE
Spring	March 19	March 26	April
Summer	June 21	June 28	July
Fall	September 17	September 25	October
Winter	November 19	November 29	December

MECHANICAL REQUIREMENTS

	WIDTH	X	DEPTH
Full Page	7 ⁷ / ₁₆ "	x	9 ¹⁵ / ₁₆ "
1/2 page island	4 ⁷ / ₈ "	x	7 ⁷ / ₁₆ "
1/2 page vertical	3 ¹¹ / ₁₆ "	x	9 ¹⁵ / ₁₆ "
1/2 page horizontal	7 ⁷ / ₁₆ "	x	4 ¹⁵ / ₁₆ "
1/3 page vertical	2 ³ / ₈ "	x	9 ¹⁵ / ₁₆ "
1/3 page horizontal	4 ¹⁵ / ₁₆ "	x	4 ¹⁵ / ₁₆ "
1/4 page vertical	3 ¹¹ / ₁₆ "	x	5"
1/4 page horizontal	7 ⁷ / ₁₆ "	x	2 ⁷ / ₁₆ "
Trim Size	8 ¹ / ₂ "	x	11"
Bleed	9"	x	11 ¹ / ₂ "

Keep live matter at least 1/2" from trim.



PREFERRED FILE FORMATS FOR PRINT PUBLISHING

Advertisements

All colors must be CMYK unless the ad is using Pantone colors

- PDF - 300 dpi and include all fonts
- TIF - resolution should be at least 300 dpi for color or grayscale graphics or 1200 dpi for line art
- EPS - 300 dpi outline fonts if created in Illustrator

Graphs/Tables

- PDF - 300 dpi and include all fonts

Photographs

- EPS - 300 dpi, Black and white or CMYK
- TIF - 300 dpi, Black and white or CMYK
- JPG - 300 dpi, Black and white or CMYK, Large file format

Please note that other file formats can be accepted, but must be approved by production beforehand. If alternate file formats are used, anticipate additional time for production.

ADVERTISING POLICIES

Publisher's Statement

Texas Masonry Council and/or Futura Publishing (publisher), or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the Texas Masonry Council and/or Futura Publishing, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

Billing to the advertising agency is based on acceptance by the advertiser of dual responsibility for payment if the agency does not remit within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate sheet.

- Rates listed are net. All ads are non-commissionable. All rates in U.S. funds, payable in U.S. funds.
- Copy and contract subject to approval. Right reserved to refuse advertisements deemed not in the best interest of TMC or the masonry industry and/or is not in keeping with the publication's standards.
- Alterations to ads or any materials must be received in writing by the space closing date. All alterations made after the material closing date are subject to additional rush charges. Correction-in proofs received less than 30 days before date of issue are not guaranteed.
- Improperly prepared materials are subject to production charges at \$100.00 per hour but not less than 20% of the space rate. Production services are non-commissionable.

PAYMENT AND BILLING POLICIES

- Payment should be enclosed for all single-placement ads. Multiple issue ads are billed on publication, and payment in full is expected within 30 days.
- A 1.5% charge will be assessed on bills over 60 days old and on every additional month thereafter.

CANCELLATIONS

- Contracts are non-cancelable for contract period.
- A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

CONTACT INFORMATION

Publisher

Futura Publishing
6205 Bull Creek Road
Austin, TX 78757-2701
512-374-9961
512-323-6790 fax
tomf@futurapublishing.com

Advertising Manager

Patty Huber
512-310-9795
210-579-7054 fax
phuber2@austin.rr.com