



Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
 Contact E-Mail: \_\_\_\_\_

### Texas Association of Secondary School Principals

- *Texas Study of Secondary Education* is the official magazine of the Texas Association of Secondary School Principals. *Texas Study* provides information and best practices to school administrators, school personnel and other professionals throughout Texas. The mailing list is usually over 5300. Publication is Fall and Spring.
- TASSP Summer Workshop and Fall Institute each have programs with schedules, session information, exhibitor advertising and contact information. The conference programs are given to all attendees (2300 in 2009).

### Advertising General Policy

- All advertisements are subject to publisher's approval. The publisher reserves the right at any time to reject or cancel any advertising for any reasons, including but not limited to, any advertisement which, in the opinion of the publisher, does not conform to the editorial or graphic standards of the publication.
- Advertisers and their agencies agree to indemnify and protect TASSP from any claim or action based on content of advertisements printed.
- The publisher reserves the right to insert the word "advertisement" in advertising that simulates the editorial format.
- All advertisements are published for the benefit of the agency and the advertiser. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies, without commission, as are due and payable to the publisher.
- Proper notification will be given of any rate changes.
- A signature is required on this document for all advertising insertions. Advertisers will be billed at the advertising rate unless contract and insertion order(s) specify higher cost.
- The publisher will accept requests to make changes in advertising at their discretion, but is not responsible for any errors in any ad or copy revisions made by the publisher.
- The publisher is not liable for damages if for any reason they fail to publish an advertisement.
- When no specific copy instructions are received for an issue in which the contract schedules an insertion, Publisher will use the most recently run copy.

### Mechanical Specifications

Printed offset, saddle stitched, trim size 8.5 x 11  
 150 dpi line screen recommended  
 Preferred material: Computer files, PDFs via e-mail, negatives (right reading emulsion side down); positives; camera-ready art. NO full bleeds.  
 Provide files (including fonts and artwork) on CD or via e-mail. PDF ads must be 100% correct, 300 dpi at the desired print size with fonts and art embedded. (If providing 2-color artwork, use black and 100% magenta. Actual color will be assigned at the printshop). Laser printout must accompany all files.

### Production Charges

Advertising rates are for space only. Charges for typesetting alterations, artwork, additions or other preparations necessary for printing will be billed back to the advertiser at publisher's cost plus 15%.

### Print Advertising Rates:

#### TASSP Texas Study Magazine:

Circulation: Approx. 5,300

Deadlines for Insertion: Fall-October 1 • Spring-March 1

Issue Dates: (Please indicate choice)

Spring  Fall Year: \_\_\_\_\_

Spring  Fall Year: \_\_\_\_\_

Full page: 7.5x10 \_\_\_\_\_ 2-color: \$600 \_\_\_\_\_ Full color: \$750  
 One-half page: 7.5x5 \_\_\_\_\_ 2-color: \$450 \_\_\_\_\_ Full color: \$550  
 One-third page: 7.5x3 \_\_\_\_\_ 2-color: \$350 \_\_\_\_\_ Full color: \$450  
 Small ad: 3x2.5 \_\_\_\_\_ 2-color: \$200 \_\_\_\_\_ Full color: \$300  
 Inside front/back covers: 7.5x10 \_\_\_\_\_ Full-color: \$800  
 Outside back cover: 7.5x5 \_\_\_\_\_ Full-color: \$900

#### TASSP Summer Workshop Program:

Conference Date: June 9-11, 2010

Circulation: Approx. 2,300 • Deadline for Insertion: May 1, 2010

Full page: 7.5x10 \_\_\_\_\_ 2-color: \$500 \_\_\_\_\_ Full color: \$600  
 One-half page: 7.5x5 \_\_\_\_\_ 2-color: \$350 \_\_\_\_\_ Full color: \$450  
 One-third page: 7.5x3 \_\_\_\_\_ 2-color: \$200 \_\_\_\_\_ Full color: \$300  
 Small ad: 3x2.5 \_\_\_\_\_ 2-color: \$100 \_\_\_\_\_ Full color: \$200

I am a TASSP Corporate Partner

*Ads must be paid in full prior to insertion*

Ad Subtotal: \$ \_\_\_\_\_

Less 10% for Multiple Orders: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Check #: \_\_\_\_\_

Credit Card: \_\_\_\_\_ VISA \_\_\_\_\_ MC

*Note: If paying by credit card, a \$5 usage fee must be added.*

Name: \_\_\_\_\_

Card #: \_\_\_\_\_

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_