

# ADVERTISING CONTRACT

# County

A Publication of the Texas Association of Counties



## Questions?

Contact  
magazine@county.org.

County magazine is an award-winning quarterly publication serving Texas counties. Advertising provides businesses with an excellent opportunity to reach officials through its readership of more than 6,300.

Advertiser

Contact

Address

Phone

City

State

ZIP

E-mail

### Check Issues for Insertion

- Winter (publishes Feb. 1)
- Spring (publishes May 1)
- Summer (publishes Aug. 1)
- Fall (publishes Nov. 1)

### Special Positioning *(Please choose one)*

- Inside Front Cover
- Inside Back Cover

*(Note: Special positioning is an additional \$300 per issue.)*

County magazine is hereby authorized to reserve advertising space for the advertiser/agency indicated above. This contract signifies that the advertiser/agency agrees to terms stated on the reverse of this contract and to rates published in the advertiser's brochure current for the contract period. A one-time (1X) frequency rate will be billed unless a signed contract specifies a higher frequency rate.

Signature of Advertiser Contact

Date

## Check Ad Size & Frequency

### Basic sizes for ads:

#### Full page

- 1x - \$1,000
- 2x - \$850
- 4x - \$700

#### 1/2 page

- 1x - \$800
- 2x - \$650
- 4x - \$600

#### 1/4 page

- 1x - \$600
- 2x - \$400
- 4x - \$350

#### Inside front/ back cover

- \$300 per issue

Full page

1/2

1/4

Submit completed advertisement  
contract and proof to magazine@county.org.

# Terms & Requirements

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## Contract Terms

Advertising is invoiced upon publication. Net amount is due and payable upon receipt of invoice. All sums due under this contract are payable to the Texas Association of Counties; P.O. Box 2131; Austin, TX 78768.

**Closing date:** Space reservation should be made by:

- **Nov. 21** for the Winter issue.
- **March 6** for the Spring issue.
- **June 5** for the Summer issue.
- **Sept. 5** for the Fall issue.

**Materials deadline:** Camera-ready artwork is to be provided as digital files in the native application accompanied by low-resolution PDFs for proofing by the aforementioned closing deadlines. If you prefer to provide high-resolution PDFs,

please contact [magazine@county.org](mailto:magazine@county.org) for proper PDF export.

**Frequency rate:** Advertisers will be billed at the one-time (1x) rate unless written contract specifies a higher frequency. Rates will be earned for the period of the contract only. If the advertiser cancels ad prior to completion of the 4x contract rate, the advertiser will pay for previous ads as if they had been contracted at the 1x rate.

**Publisher's statement:** If any advertisement does not conform to the sizes described here, it will be billed at the rate of the next larger ad. If copy and art acceptable to the publisher are not received by the deadline, the publisher will repeat the advertiser's most recent advertisement or publish nothing, charging the agency or advertiser for the space reserved.

The publisher will not be bound by any condition stated in the insertion order or in copy instructions when these conditions conflict with the regulations set forth here. Special positioning will not be guaranteed unless contracted for. The publisher accepts no responsibility for the content of any ad appearing in *County*. Appearance of an ad in *County* does not imply endorsement by the the Texas Association of Counties, and the publisher reserves the right to refuse any advertiser. If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, cost of court and any other expenses incurred in enforcing the contract. Venue for any action from this contract shall be in Travis County, Texas. If contract is with an agency, the agency, not the client, is the debtor.

## Mechanical Requirements

Camera-ready digital files should be provided in the native application accompanied by low-resolution PDFs for proofing by the aforementioned closing deadlines. If you prefer to provide high-resolution PDFs, please contact [magazine@county.org](mailto:magazine@county.org) or proper PDF export.

**Production work:** Publisher will not accept requests to make changes in existing advertising. Advertiser/agency must submit new ad to affect changes.

**Bleed size:** 8.75" x 11.25" **Trim size:** 8.5" x 11"

**DIMENSIONS:** Ads must measure to these dimensions. If too large, they will be billed at the next larger size.

**Full page:** 8.5" x 11", **with 1/8" bleed:** 8.75" x 11.25"

**1/2 page:** 7.5 x 4.375 (no bleeds)

**1/4 page:** 3.625 x 4.375 (no bleeds)

**Back cover:** 8.5" x 9", **with 1/8" bleed:** 8.75" x 9.25"

**Inside front cover:** 8.5" x 11", **with 1/8" bleed:** 8.75" x 11.25"

