

PARTNER UP AND PRESERVE THE WEST.



888-687-1881

2010 ADVERTISING RATES

| FOUR COLOR | 1x | 3x | 5x | 10x |
|------------------------|-----------|-----------|-----------|------------|
| Full Page | \$3015 | \$2700 | \$2590 | \$2445 |
| Two-Thirds Page | \$2100 | \$1915 | \$1820 | \$1690 |
| Half Page | \$1800 | \$1645 | \$1550 | \$1405 |
| Third Page | \$1190 | \$1040 | \$1000 | \$ 935 |
| Sixth Page | \$ 665 | \$ 575 | \$ 555 | \$ 500 |

BLACK AND WHITE

| | | | | |
|------------------------|--------|--------|--------|--------|
| Full Page | \$2185 | \$2015 | \$1945 | \$1690 |
| Two-Thirds Page | \$1560 | \$1385 | \$1320 | \$1170 |
| Half Page | \$1365 | \$1190 | \$1165 | \$1095 |
| Third Page | \$ 940 | \$ 815 | \$ 775 | \$ 700 |
| Sixth Page | \$ 490 | \$ 420 | \$ 400 | \$ 360 |

TRADING POST

| | | | | |
|-----------------|--------|--------|--------|--------|
| Jumbo | \$ 445 | \$ 385 | \$ 365 | \$ 315 |
| Standard | \$ 300 | \$ 275 | \$ 255 | \$ 240 |

COVERS

| | | | | |
|---------------------------|--------|--------|--------|--------|
| Back Cover | \$3820 | \$3475 | \$3325 | \$3150 |
| Inside Front Cover | \$3170 | \$2875 | \$2755 | \$2625 |
| Inside Back Cover | \$3060 | \$2785 | \$2660 | \$2510 |

Special promotion and insert rates available upon request.

Advertising Policies

- Until credit is established, all customer orders must be accompanied with payment. We accept most major credit cards, checks or money orders.
- Agency Commissions: A 15% agency discount is available to recognized agencies that supply digital creative files. Ads running in our Trading Post section and on co-op pages are net and not subject to discount.
- *True West* will insert a previously-run ad if a contracted advertiser does not submit a new ad by the advertising deadline.
- Placement: *True West* will make every effort to comply with placement requests, but will not guarantee placement location if it conflicts with the editorial integrity of the magazine.
- Balances past due will be assessed a 1.5% monthly fee (not to exceed 18% per year). Balances more than 120 days past due will be turned over for collection and the debtor will be liable for all costs accrued by the collection process. Advertisers who have taken over 90 days to pay for an ad must prepay all future ads.
- Publisher reserves the right to reject any ad for any reason at any time. All ads are subject to Publisher's approval.
- Advertisers and their agencies are solely responsible for the contents and claims of their advertisements.
- **No cancellations will be accepted after deadline. Cancellations must be received in writing on or before deadline.**