



TRUE WEST MAGAZINE HOME PAGE TAKEOVER - \$1995

This commanding position features a Jumbo Leader Board in the most prominent position on the True West Website Home Page, accompanied by a 300px by 900px Filmstrip banner that remains exclusively for a full week. The Jumbo Leader and an additional 300 x 600 Filmstrip rotates on all other pages of the site, with the 300 x 600 Filmstrip remaining in rotation for an entire month. Home page takeovers also include one (1) Premium Social Media Promotion as outlined in the True West Social Media Promotion spec sheet.

Jumbo Leader Board
(2 Panels - 1600px wide x 550px high)
Jumbo Filmstrip
(300px wide x 900px high)

The screenshot shows the True West homepage layout. At the top is the 'TRUE WEST' logo. Below it is a navigation bar with links: FEATURES, INSIDE HISTORY, TRUE WESTERNERS, THE CULTURE, HERITAGE TRAVEL, BOOKS, MOVIES, SUBSCRIBE, and STORE. The main content area is divided into two panels. The left panel contains a large image of two men in cowboy hats and jackets, one pointing a revolver, with a crowd of spectators in the background. The right panel features a map of Deadwood with the text 'HISTORIC DEADWOOD' and 'ENTERTAINING GUESTS SINCE 1876'. It includes logos for 'DEADWOOD' and 'South Dakota'.

BOOKS
A Hero's Tale

BOOKS
Rough Riders

TRUE WESTERNERS
The Boss of a National Treasure

BOOKS
Rough Riders

TRUE WEST BLOG - 18 HOURS AGO
Galeville Outlaw Eating Etiquette

HISTORIC DEADWOOD
ENTERTAINING GUESTS SINCE 1876

The home page takeover runs the course of one week, beginning on a Monday, ending on the following Monday. At the end of the one-week run, all elements are removed from the site with the exception of the 300 x 600 Filmstrip ad, which remains for the balance of 24 days.



TRUE WEST MAGAZINE NATIVE INCLUSION PACKAGE - \$1250

The TRUE WEST NATIVE INCLUSION features a home page blog entry that links to a content article landing page about the advertiser product. The home page entry premieres on a Monday morning in the first row of our Home Page Blog section. The Native campaign is then enacted with a Premium Social Media Push that includes posts on Facebook, Twitter and Google+. The article is simultaneously included in that week's email newsletter, sent to more than 27,000 email subscribers.

NOTE: Images cannot contain logos or promotional text. TRUE WEST will add a sponsored by logo to the article.

Home Page Blog Lead
(1000px wide x 600px high)

Article
(250 Words maximum, 10 Word Caption)

Article Image
(1000px wide x 600px high)

TRUE WEST BLOG
19 HOURS AGO by MARSHALL TANNER

You've heard of Calamity Jane, Ethel "Eta" Place and Belle Starr. But what about Flora Quick? This mysterious horse thief said to have ridden with the bands of notorious Oklahoma-Indian Territory outlaws was also known at various times as Flora Mundis and China Dot. However, she's best known as Tom King. There's a lot of fiction mixed with fact in her story.

TRUE WEST BLOG
20 HOURS AGO

Flora Quick aka Tom King

You've heard of Calamity Jane, Ethel "Eta" Place and Belle Starr. But what about Flora Quick? This mysterious horse thief said to have ridden with the bands of notorious Oklahoma-Indian Territory outlaws was also known at various times as Flora Mundis and China Dot. However, she's best known as Tom King. There's a lot of fiction mixed with fact in her story.

BOB BOZE BELL BOOKS BIG BOOK SALE

THE SOFT COVER ON SALE NOW! Just \$19.95

TRUE WEST BLOG
20 HOURS AGO

Arizona Rough Riders

In 1886, Arizona became the first state in the nation to sign up for a "cowboy cavalry" for the Spanish-American War. Pre...

FEATURES

TRUE WEST BLOG
20 HOURS AGO

The Alleged Bascom Affair

The legend of the Bascom Affair casts Lt. George Bascom in the worst pos...

FEATURES

What do you think?

0 Comments Sort by Top ▾

Add a comment...

Facebook Comments Plugin

The Native Inclusion runs the course of one week, beginning on a Monday at 7:00 a.m. PST, with the Article remaining in the TRUE WEST website archive indefinitely. Images cannot contain logos or promotional text.

TRUE WEST will add a "sponsored by" logo to the home page image.



TRUE WEST MAGAZINE SOCIAL MEDIA PROMOTION SPECS

Sample Facebook Promotion Post

Premium Social Media Promotion: \$795

One (1) Facebook post

One (1) Twitter post

One (1) Google+ post

Inclusion item in True West E-Blast

Post item will be placed on the TRUE WEST Facebook, Twitter and Google+, pages at 7:00 a.m. PST on a Tuesday. The same post will be incorporated into our Tuesday E-blast that goes out to more than 27,000 email subscribers.

SPECS

IMAGE

We require a 72dpi image no smaller than 960 x 960 pixels. No text or contact information should appear on the image. A brand logo can be placed on the image.

COPY

We will need a brief paragraph that describes your brand and promotion. Our social media evangelist will write the post based on best practices using the information you provide. You will need to provide either your Facebook Page or a specific link to post back to.

RATES

Rates are based on the current follower counts and can increase accordingly without notice.



True West Magazine

Posted by T.W. West [?] · 8 hours ago · Edited [?].

2015 marks the 75th Anniversary of the American Quarter Horse Association! The Association is celebrating with a Limited Edition Sporting Rifle by Cimarron Firearms Company

Follow this link for more information: <http://bit.ly/1AqrccE>

Call Naomi Woodard at (806) 378-4508 to order yours today!



58,592 people reached

Boost Post

Like · Comment · Share

403 Shares

Sergio Mura, Kenneth L. James, Craig Masselle Yacinski and 2,116 others like this.

View previous comments

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