

# the *Agriculturist*

## 2020 Advertising Rate Card

The *Agriculturist* is a student publication of the Texas Tech University Department of Agricultural Education and Communications. Each semester, students enrolled in ACOM 4310: *Development of Agricultural Publications* produce the magazine from start to finish as part of their degree program.

The magazine is a nonprofit publication and is funded solely by advertisers and sponsors.

### WHO WILL SEE MY AD?

**Circulation:** 4,800

**In-Mailbox Date:** June 2020

**Reach:** Potentially more than 14,000

**Primary Audience:** Texas Tech students, alumni, faculty, staff, and prospective students

**Secondary Audience:** Texas high school ag education programs, CASNR donors, magazine sponsors

### ADVERTISEMENT SIZE OPTIONS



Quarter Page | 3.5 in. x 4.75 in. | \$150



Half Page | Horizontal: 7.5 in. x 4.75 in. | \$300  
Vertical: 3.5 in. x 10.125 in. | \$300



Full Page (full bleed) | 8.5 in. x 11 in. | \$600  
Inside Front/Back Cover (full bleed) | 8.5 in. x 11 in. | \$700



Back Cover (full bleed) | 8.5 in. x 9 in. | \$700  
*Please note back cover size difference to accommodate mailing labels*



### SUBMISSION REQUIREMENTS

All advertisements must be CMYK 300 ppi and saved as a PDF. Your ad file MUST fit the dimensions listed above. For a full-page ad, the ad must include a minimum 1/8 inch (0.125 in) bleed. If you have any questions regarding file specifications, please contact your sales representative.

### IMPORTANT DATES

**Premium Ad Contracts**

March 25

**Advertising Contracts**

April 1

**Final Art Approval**

April 8

**Payment Due**

April 15

### CONTACT INFORMATION

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Education and Communications  
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*Please make checks payable to **Ag Comm Student Magazine***

***\*Now accepting credit card payments! Visit [ttuagriculturist.com](http://ttuagriculturist.com) for details.\****

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## 2020 Advertising Contract

Sponsor/Company Name \_\_\_\_\_

Student Representative \_\_\_\_\_

### SPONSOR INFORMATION

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Fax \_\_\_\_\_ Main Company Phone \_\_\_\_\_

Contact Cell Number \_\_\_\_\_

Comments \_\_\_\_\_

Sponsor Signature \_\_\_\_\_

Student Representative Signature \_\_\_\_\_

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### ARTWORK

- Provided by business contact
- Use ad from previous *Agriculturist* issue *(please specify):*  
Spring/Fall \_\_\_\_\_ (Year)
- Please design my ad

### PAYMENT INFORMATION

Ad Price \_\_\_\_\_

Total Due \_\_\_\_\_

Amount Paid \_\_\_\_\_

*Once completed and signed by business contact, advertising contracts may be emailed back to the student represented. If submitting signed contract by mail, please mail to: Dr. Lindsay Kennedy, Texas Tech University, Department of Agricultural Education and Communications, Box 42131, Lubbock, TX 79409.*

*Please make checks payable to **Ag Comm Student Magazine**.  
**Paying with a credit card?** Visit [tuagriculture.com](http://tuagriculture.com) for details.*