



**ADVERTISING RATES & DIGITAL SPECIFICATIONS  
EFFECTIVE JANUARY 2004**

**Advertising Rates (Per Insertion)**

<b>Black &amp; White</b>	1X	2X
full page	\$1,538	\$1,313
2/3 page	1,313	1,118
1/2 page	1,097	940
1/3 page	793	682
1/6 page	452	399

<b>Four Color</b>		
full page	\$2,604	\$2,221
2/3 page	2,347	2,006
1/2 page	1,832	1,554
1/3 page	1,439	1,229

<b>Covers (Four Color Only)</b>		
Cover II	\$3,113	\$2,657
Cover III	2,987	2,552
Cover IV	3,371	2,872

Insert rates available.

Established in 1883, The University of Texas Law School has long been recognized as one of the nation's leading law schools and is one of the oldest law schools in the nation. Graduates, including former U.S. Secretary of State James A. Baker III, former U.S. Ambassador Robert S. Strauss, former Secretary of the Treasury Lloyd M. Bentsen, Jr., U.S. Senator Kay Bailey Hutchison, Secretary of Energy Federico Peña, and cartoonist Sam Hurt, have realized distinguished careers outside the traditional practice of law.

**Frequency Rates:** Advertising must be inserted within one year of first insertion to earn frequency discount rate. An advertiser who does not complete a contract will be billed at short rate. Credits earned by increasing number of ads during a contract year will be applied to future billings. No cash rebates will be made.

**Payment:** First-time advertisers must pay for first ad when space is reserved.

**Agency Commission:** 15% of gross billing to recognized agencies. Not allowed after 60 days. Publisher's production services are not commissionable.

**Cancellations:** Cancellation of any part of a contract voids all rate and position agreements. No cancellation is accepted after closing dates.

**Printing:** Heatset Web offset.

**Binding:** Saddle stitch.

**Classified Ads:** Text ads only. \$5 per word, 15-word minimum (Web sites and phone numbers each count as two words). To place an ad, e-mail wording and credit card payment information to [dweidemann@texasmonthly.com](mailto:dweidemann@texasmonthly.com) or fax to 512/476-9007.

**Digital Specifications**

**Required Ad Materials:** Electronic file and Kodak Approval or SWOP standard digital proof, Macintosh platform. *No color laser proofs accepted.*

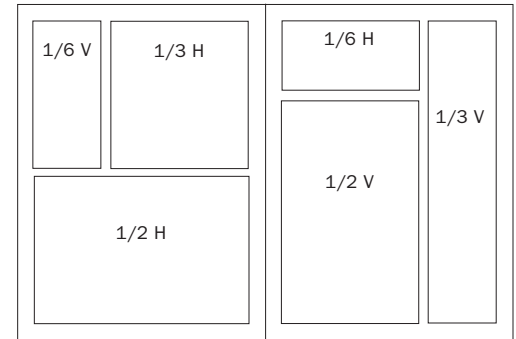
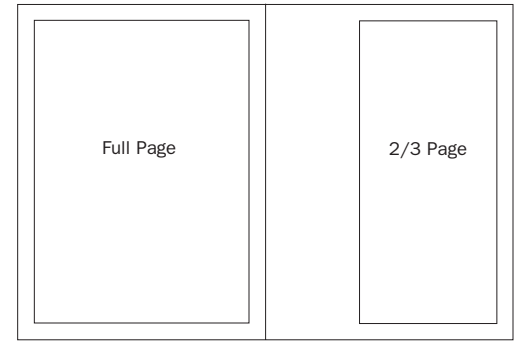
**Acceptable software include:** Adobe Acrobat (PDF); QuarkXPress; Adobe Illustrator; Adobe Photoshop.

**Acceptable storage media include:** Zip cartridges; CD-ROMs; Floppy disks.

**What to send on disk/cartridge:** PDF, eps, or tiff file, including all support files, such as logos, images, and screen and printer fonts (PostScript fonts only, no TrueType). All images must be composite CMYK high resolution, at least 300 dpi.

**What to include with disk/cartridge:** List of contents; For 4-color ads: Kodak Approval or SWOP standard digital proof. For Black & white ads: a laser or linotronic proof.

Specifications can be obtained by calling Brian Birzer at Texas Monthly Custom Publishing, 512/320-6989.



**Ad Dimensions:**

Full Page	7 1/4" wide x 9 7/8" deep
2/3 Page	4 3/4" wide x 9 7/8" deep
1/2 Page H	7 1/4" wide x 4 7/8" deep
1/2 Page V	4 3/4" wide x 7 5/8" deep
1/3 Page H	4 3/4" wide x 4 7/8" deep
1/3 Page V	2 1/4" wide x 9 7/8" deep
1/6 Page H	4 3/4" wide x 2 1/4" deep
1/6 Page V	2 1/4" wide x 4 7/8" deep

**Page Size:** 8" x 10 7/8", three columns.

**Ad Size:** Keep live matter 1/4" in from top and bottom bleed edges, and 1/2" in from outer bleed edge.

**One-Page Bleed Size:** 8 1/4" wide x 11 1/8" deep, trimmed to 8" wide x 10 7/8" deep.

**Advertising Representative:**

Don C. Weidemann  
Texas Monthly Custom Publishing  
701 Brazos, Suite 1600  
Austin, TX 78701  
TEL: 512/320-6915 or 512/799-8576  
FAX: 512/476-9007  
dweidemann@texasmonthly.com

**Advertising Materials to:**

Louise Flaig  
Texas Monthly Custom Publishing  
701 Brazos, Suite 1600  
Austin, TX 78701  
TEL: 512/320-6905  
FAX: 512/476-9007  
lflaig@texasmonthly.com

**Return Policy:**

Storage Media (CD-ROMS, Zip cartridges) will be returned after the issue is published. Floppy disks will not be returned unless requested. Please be sure your address is clearly marked on the storage media for efficient return.

**General Information:**

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims and suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

The publisher is not responsible for any errors in key numbers or other type set by the publisher.



Published twice a year by The University of Texas Law School Foundation, a non-profit corporation, 727 East Dean Keeton St., Austin, TX 78705

**Mailing Address:**

P.O.Box 1569, Austin, TX 78767

**Street Address:**

701 Brazos, Ste. 1600, Austin, TX 78701

**Tel:** 512/320-6915 or 512/799-8576

**Fax:** 512/476-9007



**Advertising Rates**

**DIGITAL SPECIFICATIONS**

*Effective January 2004*