

Texas Auctioneers Association

2015 Advertising Opportunities

- **TAA BLOCK TALK** (monthly eblast) *New!*
- **QUARTERLY NEWSLETTER**
- **WEBSITE**



TAA BLOCK TALK *New!*

Audience: 550

Monthly eblast of tips/highlights. Space will be limited to 4 ads per issue.

- 12 month | \$200
- 6 month | \$120 *January-June OR July-December*
- **Deadline for ad is the 1st of each month.**

QUARTERLY NEWSLETTER

Audience: 450

Size	1 time	4 times	Dimensions
Full page	\$200	\$500	7 ½ x 9
1/2 page	\$100	\$300	7 ½ x 4 ½
1/4 page	\$ 75	\$175	3 ½ x 4 ½
Business cards	\$ 25	\$100	3 ½ x 2

- Texas Auctioneer newsletter is published quarterly:
 - February 1 issue is mailed & posted on Web.
 - June 1, September 1 and December 1 issues are emailed & posted on Web.
- **Deadlines for ads will be the 15th of each month prior.**

WEBSITE

Audience: 450

Website banner displayed on homepage - size: 1" x 3"

- 12 months | \$600 per year (exclusive) *January-December*

Advertising Terms and Conditions

1. Contract space for Texas Auctioneer newsletter must be used during the four issue period. On contract advertising, new copy must be received on or before the closing date (*15th of the month preceding publication*); otherwise ad will be reinstated from previous issue. Please note deadlines to send ads.
2. No cancellations accepted after closing date.
3. Publisher's limits of liability in event of error will be to republish ad once the error is corrected. No credit given for the ad in which the error occurred.
4. All advertisements are accepted subject to the policies and approval of the Texas Auctioneers Association (TAA).
5. TAA reserves the right to withdraw any advertisement at any time without prior notice to the advertiser. Advertisers and advertising agencies assume all liability for advertisements printed (*including text, representation & content*) and also assume responsibility for any claims made against TAA.

Mechanical Information

- Texas Auctioneer printed newsletter is printed offset, 8.5 x 11 inches trim size. Please email ad in AI /JPEG / PDF format.
- Digital News will be in online template format. Send ads in text/jpg/pdf format. Basic typesetting provided by TAA staff for free.

INSERTION ORDER FORM

TAA Block Talk: 12 month 6 month ___ January-June **OR** ___ July-December
Quarterly Newsletter: Full Page 1/2 Page 1/4 Page Business Card
 Number of Insertions: 1 2 3 4 Issue(s): February 1 June 1 September 1 December 1
Website: 12 month Banner Ad

ADVERTISER NAME _____ CONTACT NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ FAX _____

PAYMENT (To request payment plan, contact TAA office.)

Check (#: _____) Visa MasterCard Amex Discover **TOTAL \$** _____

CREDIT CARD NUMBER _____ EXPIRATION DATE _____ SEC. CODE _____

CARDHOLDER NAME _____ CARDHOLDER SIGNATURE _____

BILLING ADDRESS _____ BILLING CITY _____ BILLING STATE _____ BILLING ZIP _____

SEND ORDER FORM, ADS and PAYMENTS TO: TAA • 201 Stillwater, Ste. 8 • Wimberley, TX 78676
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