



# TDA AND TEXAS MONTHLY

ADVERTISE NOW FOR AS LITTLE AS \$450 PER MONTH!

The Texas Department of Agriculture has partnered with **Texas Monthly** to offer formatted pages that are exclusive to TDA members. Originally designed for the holiday shopping season, this page was so successful for Go Texan members that it is now being offered as a regular monthly opportunity. TDA will provide the formatted design for a cohesive showcase within Marketplace, **Texas Monthly's** classified advertising section.

The rates are discounted from our normal rate card and only Go Texan members qualify.

### INVESTMENT OPTIONS FOR PARTICIPATING MEMBERS:

	1X	3X	6X	12X
1/12 page (2.25" x 1.75")	\$450*			
1/6 page (2.25" x 3.75")	\$835	\$790	\$745	\$705
1/3 page (2.25" x 7.625")	1730	1640	1555	1470
1/2 page (7" x 3.75")	2575	2450	2320	2190
2/3 page (4.5" x 7.625")	3455	3290	3115	2940
Full page (7" x 7.625")	4150	3945	3735	3530

All rates are per insertion and must be prepaid by closing date. Rates effective January 2013 issue. **Texas Monthly** will help you produce your ad for a 10% production charge. \*Regardless of frequency

### REACH THE MOST AFFLUENT CONSUMERS IN THE NATION'S SECOND LARGEST MARKET!

- 2.8 million readers
- 58% male/42% female
- 1 in every 8 Texas adults
- 1 in every 3 Texas adults with a HHI of \$200,000

### DEADLINE

The 23rd of the month, 2 months before issue date. Visit [texasmonthly.com/mediakit](http://texasmonthly.com/mediakit) for production specifications.

### TARGET ONLINE SHOPPERS THIS HOLIDAY SEASON!

For an additional \$995 your product will be featured in the online **Go Texan Holiday List** where shoppers can peruse top local gift ideas. In addition to a featured listing, you will receive logo mentions on a large promotional campaign, including 100,000+ ROS display ads, promotional e-newsletters, Twitter mentions, and more!

**CALL TODAY TO RESERVE YOUR SPACE!**  
1-800-780-0007

Contact Sophie Duvall at 512-320-6985 or [sduvall@texasmonthly.com](mailto:sduvall@texasmonthly.com) for more information.



# TexasMonthly

Source: 2014 GfK MRI Spring