

# BEST IN TEXAS<sup>®</sup>

## MUSIC MAGAZINE

### ADVERTISING RATE CARD - FULL COLOR ADS

Ad Size	Horizontal Width x Height (In inches)	Vertical Width x Height (in inches)	Cost Per Insertion		
			1 x	6x	12x
Full Page Back Cover	–	10.375 x 11.625	\$ 1650	\$1450	\$1250
Full Page Color - ROP	–	10.375 x 11.625	\$ 1450	\$1250	\$1150
Half Page Color	10.375 x 5.385	5.125 x 10.875	\$ 825	\$775	\$ 725
One Third Page Color	10.375 x 3.54	3.38 x 10.875	\$ 775	\$ 725	\$ 685
Quarter Page Color	–	5.125 x 5.385	\$ 725	\$ 685	\$ 645

### ADVERTISING RATE CARD - BLACK AND WHITE

Ad Size	Horizontal Width x Height (In inches)	Vertical Width x Height (in inches)	Cost Per Insertion		
			1 x	6x	12x
Full Inside Covers	–	10.375 x 11.625	\$ 1250	\$1150	\$1050
Full Page - ROP	–	10.375 x 11.625	\$ 1150	\$1050	\$ 950
Half Page	10.375 x 5.385	5.125 x 10.875	\$ 625	\$ 575	\$ 525
One Third Page	10.375 x 3.54	3.38 x 10.875	\$ 575	\$ 525	\$ 485
Quarter Page	–	5.125 x 5.385	\$ 525	\$ 485	\$ 445
One Eighth Page	5.125 x 2.63	–	\$ 350	(no frequency discounts)	
Chart Ad	10.375 x 3.28	–	\$ 725	\$ 675	\$ 625
Keynotes Ad	–	3.470 x 10.935	\$ 725	\$ 675	\$ 625

#### Formats and specifications of ads accepted:

- Electronic submission: Print Quality PDF, EPS, TIFF - Please flatten artwork and embed fonts and art.
- All ads should be CMYK (if color), and 150 dpi. • CDs and Zip Disks are also accepted.
- We **cannot accept** any ads in JPEG or GIF format, or those created in Publisher or Pagemaker.

All ads will be resubmitted to sender in a low res PDF format for a final approval before placement.

Ads may be sent electronically to: **debbie@kirbyadvertising.com** • Large file size ads may be uploaded to our FTP site, please call Kirby Advertising for User/Password (409)766-7006.

***Is this all Greek to you? Call Debbie Kirby for clarification or prices for ad creation at (409)766-7006***

CD or Zip disks with hard copy proof to:  
**Kirby Advertising • 15 Manor Way • Galveston, TX 77550**