



TSTCI MEMBERSHIP DIRECTORY



2020 Media Kit

CONNECT WITH CUSTOMERS & SUPPORT YOUR ASSOCIATION by advertising in the **2020 TSTCI Membership Directory**

The **2020 TSTCI MEMBERSHIP DIRECTORY** is a professionally designed and printed, tabbed and bound reference book that includes comprehensive ILEC Member and Associate Member contact information, detailed personnel and committee listings, industry resources, an insight to a vast network of industry experts, and complete information about TSTCI and how it is working hard for you!

Take this opportunity to make a lasting impression on the leaders in the industry! As an advertiser you'll enjoy the following benefits:

- All right hand read ad placements for better visibility
 - Inclusion in **online, flippable version** of directory located on TSTCI's website with direct link to your website
 - **High-quality design** and high-resolution printing in full color
 - **Cross-referenced ad placement page/company listing page** allowing readers to easily find and learn more about your company
 - **Inclusion in special advertiser index page** that includes your company logo, website, and ad placement page number reference
 - **Web Banner "Add On"** option located on tstci.org's home page for any member who purchases an ad of any value for the printed directory (all Web Banner "Add On" customers also receive a 10-day ad rotation on TSTCI's facebook page)
 - **Two copies of directory** mailed to your company
- and last, but not least*
- A **deep appreciation** and respect for the support of your Association!

All ad inquiries, submissions and questions should be directed to:
MediaNation | Terri Sheets | terri@medianation.net | 512.707.9852

Ad
Deadline
Feb. 28

We are Rural and RURAL MATTERS!

AD SPECIFICATIONS/RATES



2020 Media Kit

Trim size: 6.5 x 8.5
300 dpi 4C Digital Printing
Spiral binding

Full Page Bleed
Trim 5.75" x 8.5"
+ .125" bleed
6" x 8.75" final size

Full Page No Bleed
5.25" x 7.75"

Half Page Horizontal
5.25" x 3.875"

Half Page Vertical
2.5" x 7.75"

1/3 Page Horizontal
5.25" x 2.33"

1/4 Page Horizontal
5.25" x 1.75"

1/4 Page Vertical
2.75" x 3.75"

Business Card Ad Horizontal
3.5" x 2"

Business Card Ad Vertical
2" x 3.5"

PRODUCTION SERVICES

- If advertiser does not have the resources to provide a professionally designed ad, MediaNation is able to provide design services for an additional fee. *Please inquire at terri@medianation.net.*
- If advertiser is a repeat customer, we are able to pull last year's ad for placement (pick up).

PROOFS AND REVISIONS

For ads designed by MediaNation, one PDF proof will be provided along with two revisions. Additional revisions will incur an extra fee.

ARTWORK REQUIREMENTS

- All artwork must be provided digitally at 300 dpi in PDF format
- No crop marks required
- Color mode: CMYK

BLEEDS

Full page ads with bleeds must have .125" added to the trim size resulting in a final size of 6" x 8.75"

ADVERTISING RATES

Back Cover	\$1,500
Inside Front Cover	1,350
Inside Back Cover	1,350
First Tab (full page)	1,200
Second Tab (full page)	1,150
Third Tab (full page)	1,100
Full Page (ALL right hand reads)	1,000
1/2 Page	650
1/3 Page	500
1/4 Page	350
Business Card Ad	300

2019 ad holders have first right of refusal.

WEB BANNER "ADD ON" CUSTOMERS (must buy print ad to purchase the web banner "add on")

Web banner artwork: RGB, 480 x 480. Facebook ad: RGB, 1200 x 628 horizontal..... \$1,000

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2020 TSTCI ADVERTISING AGREEMENT

Company Information

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Printed Advertisement

Back Cover Inside Front Cover Inside Back Cover

First Tab Second Tab Third Tab

Full Page (all right hand reads)

1/2 Page 1/3 Page 1/4 Page Business Card Ad

Includes complimentary inclusion in online, flippable book version located on TSTCI's website.

Please pick up ad from 2019 Membership Directory and run "as is" with no changes

**Email Artwork to: terri@mediation.net
Questions? Call 512.707.9852**

Ad Cost: _____

Website Banner — electronic advertisement "add-on"

Website Advertising

- Includes 480 x 480 pixel banner ad published on TSTCI's website from April 1, 2020 to April 1, 2021, with live link to company's website. **Must be purchased in conjunction with printed Membership Directory ad.**

May not be purchased as a solo package.

- All Web Banner "Add On" customers also receive Facebook ad rotation every 10 days
1200 x 628 pixels (horizontal).

Banner Cost: \$1,000

NOTE: This form contains live form fields which can be filled in using Acrobat Reader. Please fill in each field and save file to your hard drive, then email that completed form to terri@mediation.net —OR— print out the form, fill out by hand, scan and email to terri@mediation.net.

Total Advertising Cost: _____

Check #: _____ **Payable to:** MediaNation | **Mail to:** MediaNation, Att: Terri Sheets, 7 Twilight Ter, Wimberley, TX 78676

Credit Card #: _____ Exp. _____ 3 or 4 digit code: _____

A signed agreement and payment in full is required to reserve space in the 2020 TSTCI Membership Directory. • All ads are full-color, and the ad term is for the single annual issue of the 2020 TSTCI Membership Directory. • The advertiser is solely responsible for submitting usable ad materials according to specifications of the artwork deadline. If said materials are not received by deadline, the publisher is not obligated to run the ad or offer a refund to the advertiser. • It is the sole responsibility of the advertiser to ensure that proper permission/copyrights are in place for the use of all materials submitted for the 2020 TSTCI Membership Directory. • The advertiser understands that a signed contract immediately reserves space in the 2020 TSTCI Membership Directory, and cancellation of said space cannot therefore be accepted. • A scanned or emailed copy of this agreement will serve as an original and should be considered binding by both the publisher and the advertiser.

Publisher reserves right to forfeit ad placement if artwork and payment are not received within 15 days of this agreement.

Advertiser Authorized Signature

MediaNation/Terri Sheets | Publisher

Date

Date

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