

*The Texas Investigator
Magazine and Newsletter
Advertising Guide*



**The Texas Investigator Magazine and Newsletter
c/o
Texas Association of Licensed
Investigators, Inc.
5014 FM 1500
Paris, TX 75460**

Dear customer, thank you for your business and desire to advertise in our publication. We want the best results for you and your organization. To ensure the best results, we have some guidelines to follow to maximize and ensure the best appearance for your ad. Our magazine Editor and Assistant Editor are available to help you get the best placement for your ad. Please do not hesitate to contact them if you have any questions or concerns.

GUIDELINES

1. Print resolution is measured in dots per inch (or “**DPI**”) which means the number of dots of ink per inch that a printer deposits on a piece of paper.

Please make that your advertisement is at least 300 DPI but no more than 1200 DPI. By staying within these parameters, we can ensure your ad possesses the best image quality in our publication.

2. Ad should be formatted for CMYK (4-color) process. This includes black and white ads. **CMYK** is a four-color **process** of cyan, magenta, yellow, and black. The printer creates four different screen tints, one for each color, then it applies small dots to each screen tint according to how they should combine to form a single color per dot.
3. Ad **must** be in PDF format.
4. Once your ad meets the above requirements, please contact the Editor or Assistant Editor to get the email address for your submission.

ADVERTISING OPPORTUNITIES

We have ad space available in the following sizes (in full color OR black and white):

- Cover Placement (Back of Front Cover)
- Cover Placement (Inside of Last Cover Page)
- Cover Placement (Outside of Last Cover Page)
- Full Page (other than Covers)
- 1/2 Page (vertical or horizontal)
- 2/3 Page (vertical or horizontal)
- 1/3 Page (vertical or horizontal)
- Business Card Ads

Price Schedule *(established 9/24/2020)*

SIZE	1x
Back Cover	\$500
Inside Cover (Front/Rear)	\$300
Full Page	\$200
2/3 Page	\$175
1/2 Page	\$150
1/3 Page	\$100
Business Card*	\$75

*TALI members receive \$25.00 off the regular Business Card ad price.

DEADLINES

Deadline	March*	July	November	January
Reserve Ad Space				
Ad Artwork to Editor				
Changes/Corrections				
Mail Date				
Arrival Date				

***March Edition is a hard copy 32-page magazine which is also published on line.**

July, November and January issues are Newsletters which are both printed and published electronically on the TALI website.

Reserve Ad Space – Advertiser must have submitted a complete Advertising Insertion Order/Contract by this date to guarantee space. First time advertisers must also include payment.

Ad Artwork to Editor – Editor must receive all artwork and ad copy by the above published dates.

Changes/Corrections – This is the “drop dead” date for any changes or corrections to artwork. **NO** changes, alterations, or corrections will be accepted after this date. For ongoing insertions, the previously run ad will appear in the next issue if new artwork has not been received by this date.

Mail Date – This is the *approximate anticipated* mailing date for the magazine and new letter.

Arrival Date – This is the approximate anticipated date to arrive in readers’ hands.