




# THE REMUDA ADVERTISING



ISSUE	AD DEADLINE
Early Spring - February/March	February 16, 2024
Summer - May - Symposium Program Brochure	May 15, 2024
Fall - October/November	October 15, 2024

Ad Size	Full Color	Black and White	Design Rate
Full Page	\$850	\$775	\$250
1/2 Page	\$575	\$500	\$200
1/4 Page	\$525	\$450	\$200

Position page prices provided upon request. Contract rates and special sized ads are also available.  
 Discount Pricing Available for TEVA Sponsors and when a one-year commitment is made.  
 Design Rates: Prices listed are when you run the ad in The Remuda.

Advertising Size Requirements		
		
<p><b>Full Page: 8.5" wide x 11" tall + 0.125" Bleed</b>  <b>Live Area: 7.5" x 10"</b>  <b>Full Page with Bleed: 8.75" wide x 11.25" tall</b></p>	<p><b>Half Page Live Area: 7.5" wide x 5.5" tall</b>  <b>Half Page with Bleed: 8.75" wide x 5.625" tall</b></p>	<p><b>1/4 Page: 3.75" wide x 5.5" tall</b></p>
<p>Content, type, photos or logo should not extend into 0.5" margin surrounding the edges. This area is trimmed during printing/binding and could potentially be cut off. The Remuda and Texas Equine Veterinary Association is not responsible for content in this area that is trimmed.</p> <p><b>SUBMISSION REQUIREMENTS:</b>                      Binding: Saddle Stitch/Perfect Bound - prepare spreads for split pages</p> <p><b>PREFERRED FILES:</b>                      CMYK Color mode, 300dpi or higher                      Grayscale, 300dpi                      Camera-ready files: JPEG or high resolution PDF</p>	<p><b>OTHER FILES ACCEPTED:</b>                      We accept EPS and TIF files and materials on a disk. Adobe CC InDesign, Photoshop and Illustrator. All fonts and graphics should be embedded. In the event the desired font is not available, a similar one will be selected.</p> <p><b>DIMENSIONS:</b>                      The sizes given above show the exact dimensions of the advertisement. Please do not exceed the live area size to ensure no ad space is cropped. Use the trim size to help position the ad and any graphics that are meant to bleed off the page.</p> <p><b>CIRCULATION:</b> As of 8/1/2023: 1,700</p> <p><b>ADVERTISING SALES:</b>                      Melanie Fuller   mwfuller@hotmail.com   979-255-3343</p>	