



2021 TEXAS in Bloom Advertising Contract

The TEXAS in Bloom provides useful articles on a variety of floral related subjects. The monthly publication presents new ideas on ways to make your business more successful, keeps you up-to-date on issues of concern to the industry and provides upcoming events. The magazine is mailed to all TSFA members monthly, except July. The TSFA Membership Directory, published in July, contains information on events, a membership roster, lists of officers, directors and committees. Manufacturers, wholesalers, retailers, growers and service organizations may contract to place advertising in the TEXAS in Bloom. **TSFA is proud to now provide TEXAS in Bloom!**

Advertiser: _____ Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Ordered By: _____ Date of Order: _____

SPECIFIC MONTHS TO BE PUBLISHED:

JAN	APR	AUG	NOV
FEB	MAY	SEP	DEC
MAR	JUN	OCT	

In addition, we would like our ad to be published in the 2021 membership Directory (July).

NUMBER OF TIMES TO BE PUBLISHED:

One	Three	Six	Eleven
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INSIDE PAGE POSITIONS:

Full Page	Two-Page Spread	2/3 Page
1/2 Horizontal	1/2 Vertical	1/3 Horizontal
1/3 Vertical	1/4 Horizontal	Business Card
1/6 Horizontal	1/6 Vertical	

SPECIAL POSITIONS:

Back Cover	Inside Front Cover	Inside Back Cover Available
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COLOR CHOICES:

Black & White	Color	Full Color
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Note: Color: AAAA standard colors, add \$153.00 per page. Full Color: Add \$459 to page rates. Four color separations must be furnished. See page two of this document for AD page rates.

Signed

Date

PLEASE RETURN CONTRACT TO:

TEXAS in Bloom
Texas State Florists' Association
PO Box 859, Leander, Texas 78646
Fax: 512-834-2150

2021 TEXAS in Bloom Advertising Rate Sheet



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Insertions Per Contract Year (Rates are per month)	1 Month	6 Months	11 Months	Membership Directory
Full Page	\$505	\$458	\$425	\$548
2/3	\$387	\$366	\$340	\$485
1/2	\$352	\$305	\$282	\$385
1/3	\$234	\$224	\$214	\$255
1/4	\$214	\$284	\$186	\$232
1/12	\$119	\$105	\$94	\$128
Back Cover	\$590	\$552	\$527	\$640
Inside Front Cover	\$575	\$537	\$512	\$622
Inside Back Cover	\$552	\$525	\$505	\$598
Center Spread	\$1,062	\$966	\$919	Not Available
Business Card	\$46	\$46	\$46	\$59

NOTE: The Membership Directory, published in July of each year, is distributed to all Texas State Florists' Association Members and Event Attendees.

The prices quoted above are for black and white camera-ready advertisements only. For information on additional costs for half-tones (photographs), screens, reverses or special artwork and layout, contact the TSFA office at (512) 528.0806.

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THE CLOSING DAY FOR ADVERTISING ORDERS AND MATERIALS IS THE 25TH DAY OF THE SECOND PROCEEDING MONTH
EXAMPLE: January will be due on November 25; February will be due on December 25, etc. .

TEXAS in Bloom will be mailed on or around the first of every month.

Thank You for advertising with TSFA in Texas in Bloom!