

Texas State Florists' Association
2024 TEXAS in Bloom Advertising Information

The *TEXAS in Bloom* is the official monthly publication of the Texas State Florists' Association. This magazine is mailed to the TSFA membership, provided to florists attending events and is Available online at www.tsfa.org. Total monthly distribution exceeds 400 florists and floral design teachers.

*Rates Per Month in Black & White | Camera Ready

	<u>Rates Per Month</u> Insertions Per Contract Year			*Membership Directory Published in June 2023
	1	6	11	
Full Page	505.00	458.00	425.00	548.00
2/3	387.00	366.00	340.00	485.00
1/2	352.00	305.00	282.00	385.00
1/3	234.00	224.00	214.00	255.00
1/4	214.00	202.00	186.00	232.00
1/12	119.00	105.00	94.00	128.00
Back Cover	590.00	552.00	527.00	640.00
Inside Front Cover	575.00	537.00	512.00	622.00
Inside Back Cover	552.00	525.00	505.00	598.00
Center Spread	1062.00	966.00	919.00	Not Available
Business Card	46.00	46.00	46.00	59.00

(*) NOTE: The Membership Directory published the month of the Texas Floral Event or in June of each year, is distributed to all Texas State Florists' Association Members and all Texas Floral 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 or tsfaadmin@tsfa.org

Color: Each color up to 4 color is an additional \$155.00 per color.

Full Color: Add \$459.00 to page rates.

The *TEXAS in Bloom* will be mailed on or about the first of every month. THE CLOSING DAY FOR ADVERTISING ORDERS AND MATERIALS IS THE 25th DAY OF THE SECOND PRECEDING MONTH. January 2024 will be due on November 25, 2023; February 2024 will be due on December 25, 2023, etc.

For Production and Mechanical information, please contact Crystal Gaudet at 281.481.1818 or email crystal@pixelsandinkdesigns.com