



AJR MEDIA GROUP
Burnet County Tourism
2020 Advertising Proposal

Product (link to media kit)	Size (link to specs)	# of Insertions	Issue Date (suggested)	Space Deadline	Material Deadline	Rate Card Cost	Savings	FINAL NET COST	Notes
Texas State Travel Guide	1/3 Page Horizontal	1 of 1	2020	Oct 4, 2019 <i>*early res Aug 2, 2019</i>	Oct 11, 2019	\$7,878.00	15% +5% +5%	\$6,043.41	
Texas Highways	1/3 Page Horizontal	1 of 3	March 2020	Dec 26, 2019	Jan 2, 2020	\$3,318.00	15% +5%	\$2,679.29	<i>To Qualify for TxDOT's "Multi-Title Discount - Plan A" (5% discount on all print & digital), place the following space per fiscal:</i> • 3X's Texas Highways • 2X's Events Calendar • 1X State Travel Guide* 5% discount applies to all 3 publications AND TexasHighways.com
		2 of 3	May 2020	Feb 25, 2020	Mar 3, 2020	\$3,318.00		\$2,679.29	
		3 of 3	September 2020	Jun 29, 2020	Jul 6, 2020	\$3,318.00		\$2,679.29	
Texas Events Calendar	1/3 Page Horizontal	1 of 2	Spring 2020	Nov 15, 2019	Nov 22, 2019	\$1,076.00	15% +5%	\$868.87	<i>*State Travel Guide includes additional 5% "early reservation discount" (confirm by Aug 2)</i>
		2 of 2	Summer 2020	Feb 15, 2020	Feb 22, 2020	\$1,076.00		\$868.87	

"TxDOT" total: \$15,819.01



AJR Media Group | Connie Blair
 512-524-0750 | connie@ajrmediagroup.com



TEXAS STATE TRAVEL GUIDE



2020

Insertion Order

5% Early Reservation
Discount applied to orders
received by August 2, 2019

Space Deadline:

October 4, 2019

Materials Deadline:

October 11, 2019

Please email completed form to:

Advertising Rep: Connie Blair

connie@airmediagroup.com

INVOICE PAYMENT ADDRESS:

Texas State Travel Guide

Attn: Accounts Receivable

P.O. Box 141009

Austin, TX 78714-1009

Insertion Notes:

INVOICE AFTER OCT 1, 2019

Please place in Hill Country
Section nearest Burnet editorial

Advertiser

Company Name: Burnet County Tourism
Contact: Andi Ball
Address: 220 S. Pierce St.
City, State, Zip: Burnet, TX 78611
Phone: (512) 750-5870 Ext:
Fax: n/a
Email: aball@burnetcountytexas.org
Web site: www.highlandlakesofburnetcounty.com

Advertising Agency

Company Name: _____
Contact: _____
Address: _____
City, State, Zip: _____
Phone: _____
Email: _____

Send Invoice to:	☒ Advertiser	☐ Agency
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Ad Size:

☐ Full Page Spread	☐ Full Page	☐ 2/3 Page
☐ 1/2 Page	☒ 1/3 Page	☐ 1/6 Page
☒ 5% Early Reservation Discount	☒ 5% Multi-Title Discount	☐ 10% Multi-Title Discount

Dimensions:	☒ Horizontal	☐ Vertical
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Premium Position:

Ad Rate (Gross):	\$7,878	Ad Rate (Net):	\$6,043.41
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Note: All rates based on 4 - color (no black & white)

Reader Service Fulfillment:

Advertiser (to be listed as): Burnet County Tourism
Contact: Andi Ball Email: aball@burnetcountytexas.org

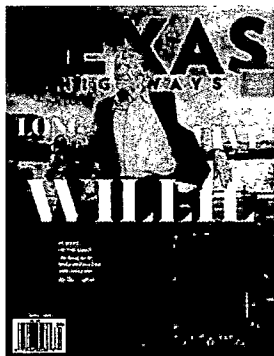
General Policies

Payments shall be made in full by October 4, 2019
It is understood and agreed that all terms and conditions are subject to acceptance by the publisher.

Unacceptable items include, but are not limited to, out-of-state travel-tourism features, locations, destinations, facilities, or services, unless augmenting Texas travel or tourism; alcoholic beverages; tobacco products; sexually-oriented products and services; advertising considered misleading or a misrepresentation of facts; advertising that discriminates against customers on the basis of race, color, creed, religion, sex, or national origin; or other subjects not related to travel and tourism.

I have read the general policies above and I agree to the terms and conditions stated herein.

Authorized Signature & Title:	Date:
	8/8/19



Insertion Order 2020

☐ Jan	☐ Feb	☒ Mar
☐ Apr	☒ May	☐ Jun
☐ Jul	☐ Aug	☒ Sep
☐ Oct	☐ Nov	☐ Dec

Please email completed form to:

Account Executive:
Connie Blair
E: connie@ajrmediagroup.com
P: 512-524-0750

AJR Media Group
Phone: (800) 383-7677
Fax: (713) 942-0277

INVOICE PAYMENT ADDRESS:
Texas Highways Magazine
Attn: Accounts Receivable
P.O. Box 141009
Austin, TX 78714-1009

General Policies

Payments shall be cash with order of Net 30 from invoice date.

It is understood and agreed that all terms and conditions are subject to acceptance by the publisher.

Unacceptable items include, but are not limited to, out-of-state travel-tourism features, locations, destinations, facilities, or services, unless augmenting Texas travel or tourism; alcoholic beverages; tobacco products; sexually-oriented products and services; advertising considered misleading or a misrepresentation of facts; advertising that discriminates against customers on the basis of race, color, creed, religion, sex, or national origin; or other subjects not related to Texas travel and tourism. All orders subject to approval by Publisher

Special positions are offered on a first-come, first-served basis, confirmed by an insertion order.

Advertiser

Company Name: Burnet County Tourism
Contact: Andi Ball
Address: 220 S. Pierce St.
City, State, Zip: Burnet, TX 78611
Phone: (512) 750-5870 **Ext:**
Fax: n/a
Email: aball@burnetcountytexas.org
Website: www.highlandlakesofburnetcounty.com

Advertising Agency

Company Name:
Contact:
Address:
City, State, Zip:
Phone:
Fax:
Email:
Website:

Send Invoice to: ☒ Advertiser ☐ Agency

Ad Size:

☐ Full Page Spread	☐ Full Page Bleed	☐ Full Page
☐ 2/3 Page	☐ 1/2 Page	☒ 1/3 Page
☐ 1/6 Page	☒ 5% Multi-Title Discount	☐ 10% Multi-Title Discount

Dimensions: ☒ Horizontal ☐ Vertical

Premium Position:		Frequency:	3X
Ad Rate Per Issue (Gross):	\$3,318	Ad Rate Per Issue (Net):	\$2,679.29

Note: All rates based on 4-color (no black & white)

Reader Service Fulfillment

Advertiser (as you want to be listed): Burnet County Tourism
Contact: Andi Ball
Email: aball@burnetcountytexas.org

Notes:

I have read the general policies above and I agree to the terms and conditions stated herein.

Authorized Signature & Title:	Date:
	August 2, 2019

TEXAS EVENTS CALENDAR

2020 Insertion Order

ADVERTISER:
Company Name: Burnet County Tourism
Contact: Andi Ball
Address: 220 S. Pierce St.
City: Burnet
State: TX **Zip:** 78611
Phone: (512) 750-5870
Fax: n/a
Email: aball@burnetcountytexas.org

AGENCY:
Company Name: _____
Contact: _____
Address: _____
City: _____
State: _____ **Zip:** _____
Phone: _____
Fax: _____
Email: _____

Send Invoice to	☒ Advertiser	☐ Agency
Ad Shape	☒ Horizontal	☐ Vertical
TxDOT Discount <i>If Applicable</i>	☒ 5% Multi-Title Discount	☐ 10% Multi-Title Discount

Ad Size: ☐ Full Page - Bleed ☐ Full Page ☐ Half Page ☒ One – Third Page

Premium Position: _____ **Frequency:** 2X

Ad Rate (gross): \$1,076 **Ad Rate (net):** \$868.87

☒ Spring 2020

☒ Summer 2020

☐ Fall 2020

☐ Winter 2020/21

Listing Information:

Advertiser: Burnet County Tourism **800#:** n/a **Website:** www.highlandlakesofburnetcounty.com

GENERAL POLICIES

Each ad must be paid in full by materials deadline

It is understood and agreed that all terms and conditions are subject to acceptance by the publisher.

Unacceptable items include, but are not limited to, out-of-state travel-tourism features, locations, destinations, facilities, or services, unless augmenting Texas travel or tourism; alcoholic beverages; tobacco products; sexually-oriented products and services; advertising considered misleading or a misrepresentation of facts; advertising that discriminates against customers on the basis of race, color, creed, religion, sex, or national origin; or other subjects not related to travel and tourism.

Authorized Signature/Title: _____

Date: 8/8/19

AJR Media Group
 25132 Oakhurst Drive, Suite 201 Spring, TX 77386
P: 713-942-7676
E: texaseventscalendar@ajrmediagroup.com

Account Executive: Connie Blair

If Shipping Materials, please ship to:
 Texas Events Calendar
 150 E. Riverside Dr./Travel Division
 Austin, TX 78704
P: 512.486.5876
E: tec-ads@txdot.gov

