



# TEXAS FIRE FIGHTER

## 2021-2022 ADVERTISING GUIDELINES

Advertising in the Texas Fire Fighter newsletter is a great way to reach more than 18,000 professional Texas fire fighters in 185 communities. Please provide high-resolution, print-ready PDFs for ad art work. We look forward to working with you.

### SCHEDULE:

- Q1 ..... Ads due by 12/31
- Q2 ..... Ads due by 3/31
- Q3 ..... Ads due by 6/30
- Q4 ..... Ads due by 9/30

### AD DIMENSIONS:

SIZE	WIDTH	DEPTH
Full Page	8.5 in.	11 in.
2/3 vertical	4.875 in.	9.5 in.
1/2 horizontal	7.375 in.	4.75 in.
1/3 vertical	2.375 in.	9.5 in.
1/3 square	4.875 in.	4.75 in.
1/6 vertical	2.375 in.	4.75 in.
1/6 horizontal	4.875 in.	1.58 in.

### PRICING (per issue)

Full Page .....	\$1,000
2/3 vertical .....	\$675
1/2 horizontal .....	\$525
1/3 vertical .....	\$350
1/3 square .....	\$350
1/6 vertical .....	\$200
1/6 horizontal .....	\$200



**For more information, please contact Cindy Gonzales  
at the TSAFF office at (512) 326-5050 or [cindy@tsaff.org](mailto:cindy@tsaff.org).**

**1/3 Square**

**4.92" x 5"**

**1/6 Vertical**

**2.33" x 5"**

**1/2 Horizontal**

**7.5" x 5"**

**1/2 Vertical**  
**4.92" x 8.375"**

**1/6 Horizontal**  
**4.92" x 1.625"**

**2/3 Vertical**

**4.92" x 10"**

**1/3 Vertical**

**2.33" x 10"**

**Full Page - No Bleed**

**7.5" x 10"**