

Advertising Company: _____
 Company Name: _____
 (as it should be listed in the ad index)
 Contact Name: _____
 Address: _____
 City, State, Zip, Country: _____
 Email: _____ Phone: _____

► **ADVERTISING OPTIONS, RATES AND SERVICES**

Price is per issue.

	1 Issue	3 Issues	6 Issues	B&W 1 Issue	
PREMIUM*	Branded Polybag	\$5,000.00			
	Direct Mail Insert	\$3,500.00			
	Tip-In	Contact us for availability and pricing			
	Double-page Spread	\$3,200.00	\$3,040.00	\$2,736.00	
	Outside Back Cover	\$3,000.00	\$2,850.00	\$2,565.00	
	Inside Front Cover	\$2,700.00	\$2,565.00	\$2,310.00	
	Page 1	\$2,400.00	\$2,280.00	\$2,052.00	
	Inside Back Cover	\$2,250.00	\$2,140.00	\$1,925.00	
	Opposite Table of Contents (1st TOC page)	\$2,100.00	\$1,995.00	\$1,796.00	
	Opposite Table of Contents (2nd TOC page)	\$2,100.00	\$1,995.00	\$1,796.00	
STANDARD	1/2 Horizontal Spread	\$2,000.00	\$1,900.00	\$1,720.00	
	Full Page	\$1,820.00	\$1,730.00	\$1,556.00	
	2/3 Vertical	\$1,475.00	\$1,400.00	\$1,260.00	
	1/2 Vertical/Horizontal	\$1,170.00	\$1,110.00	\$1,000.00	
	1/3 Square	\$1,040.00	\$990.00	\$890.00	\$700.00
	1/3 Vertical/Horizontal	\$1,040.00	\$990.00	\$890.00	\$700.00
	1/4 Vertical/Horizontal	\$910.00	\$865.00	\$780.00	\$525.00
1/6 Vertical/Horizontal	\$780.00	\$740.00	\$665.00	\$350.00	

*Contact Jana Earp at jearp@landman.org for premium ad availability.

Complimentary four-color processing is included in all Landman print advertising.

► **ISSUE SELECTION**

Issue	Reservation Deadline	Artwork Submission Deadline
September/October 2021 (Vol.66 No. 5)	June 18, 2021	July 2, 2021
November/December 2021 (Vol.66 No. 6)	Aug. 27, 2021	Sept. 10, 2021
January/February 2022 (Vol.67 No. 1)	Nov. 1, 2021	Nov. 15, 2021
March/April 2022 (Vol.67 No. 2)	Jan. 3, 2022	Jan. 17, 2022
May/June 2022 (Vol.67 No. 3)	March 1, 2022	March 15, 2022
July/August 2022 (Vol.67 No. 4)	May 2, 2022	May 16, 2022

DESIGN SERVICES

Ad Creation \$125.00+

Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

Ad Modification \$50.00

AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

► Please provide payment information on next page.

► PAYMENT DETAILS**Order Details**

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Design Service \$ _____

TOTAL\$

Signature: _____ Date: _____

Payment Preference

Pay in full

Pay per issue

Payment Method

Check (no. _____)

If paying by check, please mail check and form to: AAPL, PO Box 225395, Dallas, TX 75222-5395

Credit Card (Visa, Mastercard, American Express)

If paying by credit card, please email completed form to jearp@landman.org.

Card No.: _____ Exp (mm/yy) _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

*Payment must be received by materials deadline shown above for ad to run in designated issue.**All ads are subject to approval by AAPL publishing staff.*