

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 Jennifer Taylor at jtaylor@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 2022 (Vol.67 No. 5) | June 18, 2022 | July 2, 2022 |
| November/December 2022 (Vol.67 No. 6) | Aug. 27, 2022 | Sept. 10, 2022 |
| January/February 2023 (Vol.68 No. 1) | Nov. 1, 2022 | Nov. 15, 2022 |
| March/April 2023 (Vol.68 No. 2) | Jan. 3, 2023 | Jan. 17, 2023 |
| May/June 2023 (Vol.68 No. 3) | March 1, 2023 | March 15, 2023 |
| July/August 2023 (Vol.68 No. 4) | May 2, 2023 | May 16, 2023 |

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 jtaylor@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.*