

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 | | | |
| | 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 | \$2,100.00 | \$1,995.00 | \$1,796.00 | |
| | 1/2 Horizontal Spread | \$2,000.00 | \$1,900.00 | \$1,720.00 | |
| | Full Page | \$1,820.00 | \$1,730.00 | \$1,556.00 | |
| STANDARD | 2/3 Vertical | \$1,475.00 | \$1,400.25 | \$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 position availability.

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

► **ISSUE SELECTION**

| Issue | Artwork Submission Deadline |
|---------------------------------------|-----------------------------|
| September/October 2019 (Vol.64 No. 5) | July 1, 2019 |
| November/December 2019 (Vol.64 No. 6) | September 9, 2019 |
| January/February 2020 (Vol.65 No. 1) | October 30, 2019 |
| March/April 2020 (Vol.65 No. 2) | December 10, 2019 |
| May/June 2020 (Vol.65 No. 3) | February 19, 2020 |
| July/August 2020 (Vol.65 No. 4) | April 15, 2020 |

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 reverse side of contract.

► PAYMENT DETAILS**Order Details**

Ad Package 1 \$ _____

Ad Package 2 \$ _____

Color Surcharge \$ _____

Design Service \$ _____

TOTAL\$ **Payment Method**

Check (no. _____)

Credit Card (Visa, Mastercard, American Express)

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

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City, State, Zip, Country: _____

Please return completed form (and check, if applicable) to reserve your ad to: AAPL, PO Box 225395, Dallas, TX 75222-5395

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.