



WESTERN WAY ADVERTISING RATES

SIZE	DIMENSIONS	Rate Per Issue	4 X Rate Per Issue
Full Page *	7.5" wide x 10" tall	\$800	\$750
Full Page Inside Cover *	7.5" wide x 10" tall	\$900	\$850
3/4 Page Back Cover *	7.5" wide x 7.6" tall	\$850	\$800
Half Page Horizontal	7.5" wide x 5" tall	\$500	\$450
Half Page Vertical	3.625" wide x 10" tall	\$500	\$450
Third Page Horizontal	7.5" wide x 3.5" tall	\$450	\$400
Third Page Vertical	7.5" wide x 3.5" tall	\$450	\$400
Quarter Page Horizontal	7.5" wide x 2.4" tall	\$400	\$325
Quarter Page Vertical	3.625" wide x 5" tall	\$400	\$325
Sixth Page Horizontal	3.625" wide x 3.25" tall	\$300	\$275
Sixth Page Vertical	2.313" wide x 5" tall	\$300	\$275
Twelfth Page (logo/text only)	3.625" wide x 2" tall	\$150	\$135

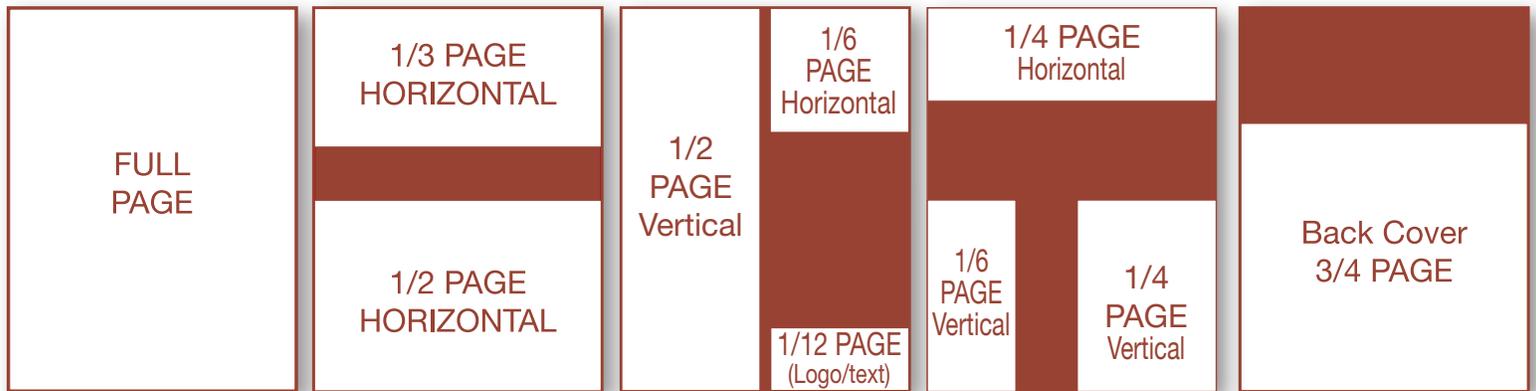
CLASSIFIED ADS: \$20 for the first 10 words and 10 cents each word after that.

*Contact WW for availability. Additional cost for bleed.

Insertion Order and one-half of total payment to be submitted prior to publication. Final payment will be invoiced. Call (for credit card) or send check to:
Marsha Short
International Western Music Association
P.O. Box 648, Coppell, TX 75019

Submit ad copy electronically to:
Executive Director
marsha@westernmusic.org
Phone: 505-563-0673

Publication Deadlines:
Spring Issue - March 1
Summer Issue - June 1
Fall Issue - September 1
Winter Issue - December 1



Print-ready ad copy should be submitted electronically via email. Specifications for this process are available upon request. Please submit artwork at actual size, 300 dpi, CMYK, in TIF or JPG format. Premium Placement Space* when available is at the cost of the original advertisement, plus 50%.

If you need help with the design of your ad, please contact:
sharpmanagement@comcast.net

AD DESIGN RATES

Full Page	\$150	1/2 Page	\$95	1/4 Page	\$85
3/4 Page	\$110	1/3 Page	\$90	1/6, 1/12 Page	\$80