

## ADVERTISING THAT WORKS

A remarkable 85 percent of our advertisers renew their advertisements with *County Line Magazine*. Our large number of repeat advertisers is strong evidence that *County Line Magazine* delivers results. Many of our advertisers have reserved their spot in the magazine every month since its beginning in January 2000 and state because of its quality and longevity it is their best spent money. Ads are professionally designed and strategically placed to gain the viewer's eye. Continuing advertisers receive a free listing/link on our website and are promoted regularly during various special events throughout the year. We go the extra mile to help your business succeed. With prices ranging from \$1200 to as low as \$15 a month there is something for everyone's budget.

## INCREDIBLE READERSHIP

*County Line Magazine* reaches more than 80,000 readers with each issue. Residents and visitors alike enjoy the outstanding editorial content that keeps them connected to the East Texas area. People keep it in their homes and businesses to refer to throughout the month. *County Line Magazine* is often passed around to others and read in public places, generating significant advertising exposure opportunities.

## ENTERTAINING & INFORMATIVE EDITORIAL

The extensive calendar of events is like no other in the region so it is widely used as an entertainment guide. *County Line Magazine* also includes a dining guide, music listings, area amusements and museums, and entertaining and informative stories from talented writers that cover the people, places and events of the Upper East Side of Texas. It is also the trusted place to find out about the best places to live and vacation in this region.

## EXCELLENT DISTRIBUTION

*County Line Magazine* is distributed in high-traffic business areas, to subscribers, and to a select group of residents each month. It is also distributed at conventions and other well-attended special events, and to hotels, bed and breakfasts, chambers of commerce and area attractions. Many hotels place *County Line Magazine* in each room as a guide to the East Texas area. *County Line Magazine* also goes in professional offices such as doctors and dentists, and in hair salons, fitness clubs, real estate offices, and in corporate relocation packets, trade shows, visitors centers and other tourist and relocation centers around Texas and beyond.

## LONG SHELF LIFE

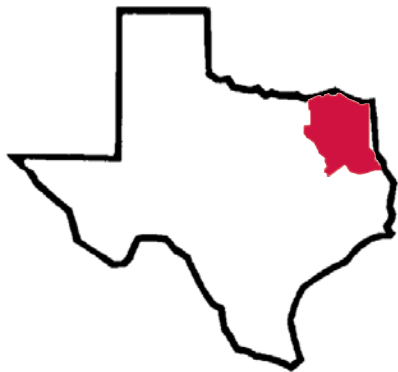
Because it is a monthly publication and people keep it around for the list of things to do and to read all the stories, advertisers have repeated exposure for an entire month and frequently beyond. Most of the issues are "keepsake" editions that have long-term shelf life which means *County Line Magazine* will work for you for a long time.

*Thanks for doing such a great job with my advertisements. Most of the people that call me have seen your paper and want more information. I'm sold on County Line power!*  
JULIE BURCH, WITS END RANCH

*I tell everyone I get more results from advertising in the County Line than in any other publication. The people coming in here say they heard about us in the County Line.*  
ED PICKETT, SAVANNAH WINERY & BISTRO

*When folks call to purchase Crossroads concert tickets, we always ask how they heard about us. The answer that keeps coming back to us again and again is that they read our ad and saw our calendar listings in the County Line. We want to shout it to the world – "Advertise with County Line—IT WORKS!" We love being part of a publication that covers such an enjoyable range of entertaining and informative topics, and that reaches deep into the entire Upper East Side of Texas.*  
LYNN ADLER AND LINDY HEARNE  
CROSSROADS COFFEEHOUSE & MUSIC CO.

THE  
UPPER  
EAST  
SIDE  
OF  
TEXAS



- ANDERSON
- ANGELINA
- BOWIE
- CAMP
- CASS
- CHEROKEE
- DELTA
- FANNIN
- FRANKLIN
- GREGG
- HARRISON
- HENDERSON
- HOPKINS
- HOUSTON
- HUNT
- KAUFMAN
- LAMAR
- MARION
- MORRIS
- NACOGDOCHES
- PANOLA
- RAINS
- RED RIVER
- ROCKWALL
- RUSK
- SABINE
- SAN AUGUSTINE
- SHELBY
- SMITH
- TITUS
- UPSHUR
- VAN ZANDT
- WOOD

EAST OF DALLAS, NORTH OF HOUSTON

*County Line Magazine* grew from one county (Van Zandt for eight years) to 10 counties in 2007 and to 33 in 2008 because of the demand by locals who love their part of the world and from transplants that are moving to East Texas in rapid numbers and visitors who want to know where to go and what to do while they are here. We distribute in high-traffic restaurants, hotels, businesses, doctors and dentists offices, hair salons, fitness clubs, real estate offices, and at chambers of commerce, tourism centers, conventions and trade shows, area attractions and festivals, and other tourist and relocation centers around Texas and beyond. More than 20,000 copies go out each month and that number continues to grow. Currently an estimated 80,000 people read through a *County Line Magazine* each month. *County Line Magazine* is often passed around to others and read in public places, generating significant advertising exposure opportunities.

*County Line Magazine* also has subscribers as far away as California, Tennessee, Ohio, and New York as well as throughout Texas and the Northeast Texas region.

Distribution takes place the fourth Thursday of each month.

## 2010 Rates

	1x	3x	6x	12x
Full Page	\$1350	\$1150	\$990	\$900
3/4 Page	\$950	\$850	\$790	\$750
Half Page	\$650	\$590	\$560	\$500
1/3 Page	\$490	\$440	\$400	\$380
Quarter Page	\$400	\$360	\$320	\$300
1/6 Page	\$300	\$270	\$250	\$235
1/8 Page	\$210	\$185	\$175	\$160
1/16 Page	\$115	\$105	\$95	\$85
Section Sponsor*	\$400	\$350	\$290	\$230

Marketplace: \$60 per 3.25 x 2  
 Color...\$50 1/16-1/6 page, \$100 1/4-1/2 page. \$200 3/4-Full page  
 Co-operative Ads (minimum eight) \$60 + \$10 color each  
 Add 10% for preferred position, 20% for back page

Inserts: \$75 per 1,000  
 Dining Guide: Small display 2 3/8" x 1.5" \$40 Guaranteed Listing: \$15  
 \*Calendar, Music, Kids Korner, East Texas Attractions

### AD SIZE

	width	height
<input type="checkbox"/> Full Page	10 3/8"	x 11 1/2"
<input type="checkbox"/> 3/4 Page H	10 3/8"	x 8 5/8"
<input type="checkbox"/> 3/4 Page V	7 3/4"	x 11 1/2"
<input type="checkbox"/> Half Page H	10 3/8"	x 5 5/8"
<input type="checkbox"/> Half Page V	5 1/8"	x 11 1/2"
<input type="checkbox"/> 1/3 Page H	10 3/8"	x 3 3/4"
<input type="checkbox"/> 1/3 Page V	5 1/8"	x 7 5/8"
<input type="checkbox"/> 1/4 Page V	5 1/8"	x 5 5/8"
<input type="checkbox"/> 1/4 Page H	10 3/8"	x 2 3/4"
<input type="checkbox"/> 1/6 Page	5 1/8"	x 3 3/4"
<input type="checkbox"/> 1/8 Page H	5 1/8"	x 2 3/4"
<input type="checkbox"/> 1/8 Page V	2 1/2"	x 5 5/8"
<input type="checkbox"/> 1/16 Page H	5 1/8"	x 1 1/4"
<input type="checkbox"/> 1/16 Page V	2 1/2"	x 2 3/4"

### POSITION

- Any
- Back Cover
- Inside Front Cover
- Inside Back Cover
- Section
- Article
- Other

### COLOR

- B/W
- Four Color

Sales Rep. \_\_\_\_\_

Client \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

Email address \_\_\_\_\_

Website \_\_\_\_\_

### FREQUENCY

- 1x    3x    6x    12 x    Other \_\_\_\_\_

Note: \_\_\_\_\_

### INSERTION DATES

- Jan \_\_\_    Feb \_\_\_    Mar \_\_\_    Apr \_\_\_    May \_\_\_    Jun \_\_\_  
 Jul \_\_\_    Aug \_\_\_    Sep \_\_\_    Oct \_\_\_    Nov \_\_\_    Dec \_\_\_

### AD SUBMISSION

- Build new ad \_\_\_\_\_
- Make changes to existing ad \_\_\_\_\_
- Pick up ad from previous *County Line* issue \_\_\_\_\_
- Print ready \_\_\_\_\_

### CHARGES

BASE RATE PER MONTH \_\_\_\_\_

COLOR CHARGE (if applicable) \_\_\_\_\_

POSITION CHARGE (if applicable) \_\_\_\_\_

ADJUSTMENT (if applicable) \_\_\_\_\_

PRODUCTION CHARGE (if applicable) \_\_\_\_\_

TOTAL DUE EACH INSERTION \_\_\_\_\_

### PAYMENT METHOD:

- Check enclosed (Make checks payable to County Line Magazine.)

- Visa    MasterCard    Discover

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ (Auth. code)

Signature \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Address on Card \_\_\_\_\_

- Please bill me. I agree to pay the County Line within 30 days.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_