

# TEXAS ALMANAC

## Web and Print Advertising

### Web Advertising

[www.TexasAlmanac.com](http://www.TexasAlmanac.com)

(rates per month; sizes in pixels)

**Panel** (180 x 150) – \$400  
(appears on all Topics pages)

**Banner** (468 x 60) – \$300  
(appears on Home page and as a footer on Topics pages)

**Skyscraper** (160 x 600) – \$300  
(appears on all Topics pages)

### Print & Web Combos

(web ad runs for one year)

Full Page & Panel Ad – \$5,500

Full Page & Banner Ad – \$4,300

Half Page & Panel Ad – \$4,250

Half Page & Banner Ad – \$3,060

### Print Advertising

(2016–2017 edition)

Full Page – \$2,500 ★ 1/2 Page – \$1,250

1/4 Page – \$ 600 ★ County Text Ad – \$200



### MONTHLY TRAFFIC

Sessions — 86,000

Users — 72,000

Pageviews — 150,000

**Averaging a 25% increase each month!**

### Website Advertising Multi-Month Rates

Ad Size	1 mo.	3 mo.	6 mo.	9 mo.	12 mo.
Panel	\$400	\$1,000	\$2,000	\$3,000	\$4,000
Banner	\$300	\$750	\$1,500	\$2,300	\$3,000
Skyscraper	\$300	\$750	\$1,500	\$2,300	\$3,000

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