

# tfc1

Texas Forest Country Living

january/february 2017



## Learning to Let Go

How One American Family is Transitioning to Live in Bolivia

roadtrippin'

a wild ride into Gator Country

# tfc1

Texas Forest Country Living

*Be. Do. Live.*

Life in the Texas Forest Country

texasforestcountryliving.com | info@texasforestcountryliving.com  
1511 S. Chestnut Dr. Lufkin TX 75901 | 877-537-8780

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online | print | newsletter | social media



## Connecting the people and places of the Texas Forest Country Region

### Distribution Schedule

Digital: Daily  
Print: Bimonthly

Jan/Feb  
March/April  
May/June  
July/Aug  
Sept/Oct  
Nov/Dec



### Serving Lufkin, Nacogdoches and All of the Texas Forest Country

Texas Forest Country Living distributes in business areas with high traffic across thirteen counties. More than 20,000 print copies go out each issue to readers, connecting them with the faces and places across this region. The online version reaches even further with daily updates for those who need to know what is happening right now. Currently, an estimated 1,200 people read through the website and social media.

With a publication dedicated to connecting people with each other and the events in the area, we expect to fill a much needed niche. To help with reach that goal, Texas Forest Country Living will be placed in prominent locations like doctors offices, salons, health and fitness centers, hotels, county chambers of commerce, and other tourist and relocation centers.

Distribution begins the last week of December, February, April, June, August and October.

### ONLINE

Average daily views: 1,300 as of December 28, 2016  
eNewsletter Subscribers: 4,000 per week as of December 30, 2016  
Social Networks: 1,400 average followers as of December 30, 2016

Angelina | Houston | Jasper | Nacogdoches | Newton | Polk  
Sabine | San Augustine | San Jacinto | Shelby | Trinity | Tyler



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## Ad Specs

### AD SIZE WIDTH x HEIGHT

Two Page Spread 15.5" x 9.75"

Two Page Spread 16.5" x 10.75"

w/bleed - add .25 all sides

Full Page 7.25" x 9.75"

Full Page 8.25" x 10.75"

w/bleed - add .25 all sides

Half Page H 7.25" x 4.75"

Half Page V 4.75" x 7.25"

1/4 Page 3.5" x 4.75"

## Preparation of Ads

### AD SOFTWARE & SUBMISSION

**SOFTWARE:** We accept PC files for InDesign, Photoshop, and Illustrator but prefer PDF, JPG, TIF or EPS format.

**DOCUMENT SIZE:** Document sizes must comply with the ad sizes chart. The first number of the size is always the width of the ad.

**FONTS:** Send all Postscript and True Type fonts used in the file if other than PDF or JPG.

**COLORS:** All colors used in the file should be defined as process/CMYK.

**IMAGES:** Images should not be compressed or separated and resolution should be 300 dpi or better.

Please do not use images from the web for print ads as they do not meet these specifications.

**PDF FILES:** Only high resolution PDF files produced with full version of Adobe Acrobat—not Acrobat Writer—are accepted.

**EMAIL:** Files in PDF format or compressed smaller than 9MB can be emailed to your sales representative.

**DROPBOX:** Files of any size may be sent to our Dropbox site. Please contact your sales representative for further instructions on using the Dropbox site.

**CD/TRAVEL DRIVE:** Files of any size may be sent to Texas Forest Country Living, 1511 S. Chestnut, Lufkin TX 75901. A full size color proof must accompany the CD.

**HARD COPY:** Ads that we are to build must come with high resolution artwork, clean legible copy, and a drawing of perceived layout within the dimensions of the purchased ad.

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# Rate Guide

## Print

Size	1x	3x	6x
Two Page Spread	\$2890	\$2600	\$2365
Full Page	\$1900	\$1625	\$1465
1/2 Page	\$1195	\$1095	\$975
1/4 Page	\$785	\$650	\$585

### Special Placement

Add 10% for preferred position.

Back Page \$2200

## AD DEADLINES

January/February, December 1

March/April, February 1

May/June, April 1

July/August, June 1

September/October, August 1

November/December, October 1

## DISCOUNTS

Discounts are available for frequency and volume.

Please see your sales representative  
for more information

## Digital

Run of Channel	Per Month
Run of Site	\$500
Home Page	\$375
Entertainment/Events	\$250
Fashion	\$250
Home Ideas	\$250

Sponsorship includes a leaderboard (728x90) and a medium rectangle (300x250) on the channel page and corresponding articles. Sponsored content opportunities are also available. Discounts and sponsored content available with frequency

### Event listings

Free online with set up of MY ACCOUNT

### Social Networking/Contests

See your sales representative.

### Daily Email Blast

Placement in daily email of events and stories  
\$300 per month

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