About the Agrileader:
The Agrileader is a student-produced magazine published twice a year. The 4-color magazine reaches more than 3,000 readers.

In 2010 & 2011, The Agrileader EZine received the top award for a student-produced online publication from the Agricultural Communicators of Tomorrow.

Demographics & Distribution:
Texas A&M University:
• 56,508 students in College Station
• 86% of students are from Texas
• 88% of students are enrolled full-time

College of Agriculture and Life Sciences:
• 7,852 students
• 3rd largest college at Texas A&M University
• 14% of total student population

Circulation Includes:
• Students, current & prospective
• Donors
• Alumni Organizations
• Texas A&M University Departments & Staff

Contact Information:
Tracy Rutherford, Ph.D.
Adviser
(979) 458-2744
Fax: (979) 845-6296
Email files to: agrileader@tamu.edu
Agrileader Advertising Specifications & Rates

Final trim size is 8.5” x 11”
1/2 page horizontal trims at 8.5 x 5.375”
1/2 page vertical trims at 4.125 x 11”

Please extend bleed 1/8” on all sides, include crop marks

Keep all live matter at least 3/8” from final trim size on all sides. Trimming of ad content may occur otherwise.

General guidelines:
- Build document to ad size
- Extend bleed by 1/4” on all sides
- Allow 3/8” for live area to avoid trimming of ad content.
- Include crop marks with all bleed ads
- Images and graphics must be 300 dpi
- Convert all colors to CMYK
- RGB images will not be accepted
- No pict, gif, Microsoft Publisher or Microsoft Word files accepted.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width x Height</th>
<th>1 semester</th>
<th>2 semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>8” X 10.5”</td>
<td>$500</td>
<td>$800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Bleed: 9” x 11.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8” X 10.5”</td>
<td>$400</td>
<td>$600</td>
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<tr>
<td></td>
<td>Bleed: 9” x 11.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-Page (V)</td>
<td>3.875” x 10.5”</td>
<td>$300</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Bleed: 4.625” x 11.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-Page (H)</td>
<td>8” x 5.125”</td>
<td>$300</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Bleed: 9” x 5.875”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-Third Page (V)</td>
<td>2-25” X 10.5”</td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td>One-Fourth Page</td>
<td>3.875” X 5.125”</td>
<td>$150</td>
<td>$225</td>
</tr>
</tbody>
</table>

Electronic advertising payment available at http://tx.ag/AgrileaderCC

DIGITAL SPECIFICATIONS

Acceptable Software: Adobe InDesign, QuarkXPress (4.0 or prior), Adobe Acrobat (PDF), EPS, TIFF, PSD, AI

Send artwork, including all support files such as logos, graphic images and screen and printer fonts. All color images must be composite CMYK. All color and grayscale images must be high resolution (at least 300 dpi). Call for further assistance.

The AgriLeader reserves the right to edit and refuse any and all advertising. Rates subject to change.