

# 2025 Advertising Opportunities

TMC is the Advocate for the Texas Masonry Contractor and The LINE magazine is the Voice of the Texas Masonry Industry. Each issue of The LINE will include articles about:

- The increased usage of masonry in Education, Government and Commercial construction
- Masonry's ongoing role in Sustainable Design
- The TMC Masonry Rocks! Career Program - A program designed to introduce and recruit young masons into the industry and to help create full-time masonry courses in high schools across Texas
- Relevant issues dealing with construction law
- Cost-effectiveness of fire safety with masonry construction



Plus coverage of the Golden Trowel Awards, Annual Convention and news about member's activities.

## DISPLAY RATES\*

SIZE	1X	4X
Back Cover	\$2,010	\$1,805
Inside Covers	1,555	1,350
Full Page	1,275	1,070
1/2 page	1,020	865
1/3 page	900	805
1/4 page	785	640

\* rates per issue  
4/color included in rates

## COVER SPONSORSHIP

- \$1,100 (50% due upon reservation)
- Includes cover photo depicting industry-related special project; recognition on cover and feature article based on the cover project.

## CONTRACTOR'S CONNECTION

SIZE	RATE
Business Card	\$180

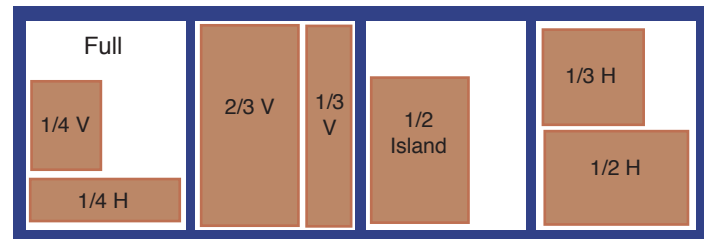
## REPRINTS

Contact Patty Huber for a custom quotation on reprints or PDFs: (512) 310-9795, e-mail phuber2@austin.rr.com.

## MECHANICAL REQUIREMENTS

	WIDTH	X	DEPTH
Full Page	7 7/16"	x	9 15/16"
1/2 page island	4 7/8"	x	7 7/16"
1/2 page vertical	3 11/16"	x	9 15/16"
1/2 page horizontal	7 7/16"	x	4 15/16"
1/3 page vertical	2 3/8"	x	9 15/16"
1/3 page horizontal	4 15/16"	x	4 15/16"
1/4 page vertical	3 11/16"	x	5"
1/4 page horizontal	7 7/16"	x	2 7/16"
Trim Size	8 1/2"	x	11"
Bleed	9"	x	11 1/2"

Keep live matter at least 1/2" from trim.



## MAGAZINE CLOSING DATES

ISSUE	SPACE RESERVATION	MATERIALS DUE	PUBLISH DATE
Spring	March 14	March 21	April
Summer	July 14	July 21	August
Fall	October 15	October 22	November
Winter	December 12	December 19	January

## PREFERRED FILE FORMATS FOR PRINT PUBLISHING

### Advertisements

All colors must be CMYK unless the ad is using Pantone colors

- PDF - 300 dpi and include all fonts
- TIF - resolution should be at least 300 dpi for color or grayscale graphics or 1200 dpi for line art
- EPS - 300 dpi outline fonts if created in Illustrator

### Graphs/Tables

- PDF - 300 dpi and include all fonts

### Photographs

- EPS - 300 dpi, Black and white or CMYK
- TIF - 300 dpi, Black and white or CMYK
- JPG - 300 dpi, Black and white or CMYK, Large file format

Please note that other file formats can be accepted, but must be approved by production beforehand. If alternate file formats are used, anticipate additional time for production.

## ADVERTISING POLICIES

### Publisher's Statement

Texas Masonry Council and/or Futura Publishing (publisher), or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the Texas Masonry Council and/or Futura Publishing, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

Billing to the advertising agency is based on acceptance by the advertiser of dual responsibility for payment if the agency does not remit within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate sheet.

- Rates listed are net. All ads are non-commissionable. All rates in U.S. funds, payable in U.S. funds.
- Copy and contract subject to approval. Right reserved to refuse advertisements deemed not in the best interest of TMC or the masonry industry and/or is not in keeping with the publication's standards.
- Alterations to ads or any materials must be received in writing by the space closing date. All alterations made after the material closing date are subject to additional rush charges. Correction-in proofs received less than 30 days before date of issue are not guaranteed.
- Improperly prepared materials are subject to production charges at \$100.00 per hour but not less than 20% of the space rate. Production services are non-commissionable.

## PAYMENT AND BILLING POLICIES

- Payment should be enclosed for all single-placement ads. Multiple issue ads are billed on publication, and payment in full is expected within 30 days.
- A 1.5% charge will be assessed on bills over 60 days old and on every additional month thereafter.

## CANCELLATIONS

- Contracts are non-cancelable for contract period.
- A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

## CONTACT INFORMATION

### Publisher

Futura Publishing  
12809 Shady Mountain Drive  
Leander, TX 78641  
512-374-9961  
512-323-6790 fax  
tomf@futurapublishing.com

### Advertising Manager

Patty Huber  
512-310-9795  
phubersales@gmail.com



# ADVERTISING CONTRACT

## Advertiser

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Agency Billing Information

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## ADVERTISING SPACE PURCHASED AS FOLLOWS

Position	Size	Orientation
Back cover	Full Page	Vertical Horizontal
Inside Front Cover	1/2 Page	
Inside Back Cover	1/3 Page	
	1/4 Page	
	Guaranteed position (add 15%)	

## Frequency

1x 4x

## Contract Dates

First Insertion Date (Issue/Year) \_\_\_\_\_ Last Insertion Date (Issue/Year) \_\_\_\_\_

## Place Ads in:

Spring Summer Fall Winter

## PURCHASE PRICE FOR ADVERTISING

Rate: \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_  
Frequency

Discount \$ \_\_\_\_\_

NET TOTAL \$ \_\_\_\_\_

## PAYMENT METHOD

Payment Type (check one):

- Invoice monthly
- Charge my credit card monthly
- Invoice for annual contract
- Charge my credit card for annual contract

Prepay/Check No. \_\_\_\_\_

## Credit Card

MasterCard Visa AMEX

Card Number \_\_\_\_\_ CVV Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Card Holder Signature \_\_\_\_\_

Card Billing Zip \_\_\_\_\_ Phone \_\_\_\_\_

## POLICIES:

### Publisher's Statement

- Texas Masonry Council and/or Futura Publishing or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless Texas Masonry Council and/or Futura Publishing, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
- Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate sheet.
- All rates in U.S. funds, payable in U.S. funds.
- Copy and contract subject to approval. Right reserved to refuse advertisements deemed not in the best interest of TMC or the masonry industry and/or is not in keeping with the publication's standards.
- Alterations to ads or any materials must be received in writing by the space closing date. All alterations made after the material closing date are subject to additional rush charges. Corrections in proofs received less than 30 days before date of issue are not guaranteed.
- Improperly prepared materials are subject to production charges not less than 20% of the space rate. Production services are non-commissionable.

### Payment and Billing Policies

- Payment should be enclosed for all single-placement ads. Multiple issue ads are billed on space reservation date, and payment in full is expected within 30 days.
- A 1.5% charge will be assessed on bills over 60 days old and on every additional month thereafter.

### Cancellations

- Contracts are non-cancelable for contract period.
- A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

Advertiser acknowledges receipt of a copy of *The Line Ad Rates & Specs* sheet and agrees to all terms and conditions therein. Advertisers not on contract will be charged the one-time rate. Requested positions are not guaranteed. On contracted insertions, previous copy will be repeated if change is not received before art deadline listed on publishing schedule.

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Advertiser Signature

Date

## Make checks payable to Futura Publishing

Send contracts, insertion orders, ad materials, etc. to:

### The Line Magazine

Attn: Patty Huber

20505 Live Oak

Leander, TX 78641

[phuber2@austin.rr.com](mailto:phuber2@austin.rr.com)

TMC Advertising: Phone: 512.310.9795

Fax: 512.519.7888

Futura Publishing Phone: 512.632.1512