



# **TARGET YOUR ADVERTISING ON TEXANS**

**Texas Concealed Handgun Magazine** focuses on Texans and. . .Texans are gun people! With over 300,000 Texans with Concealed Handgun Licenses, and 20,000 new applications each month, TEXAS is certainly the best focal point for your advertising to the Concealed Carry Crowd.

Our Texas Government is Pro-Gun and has structured the most practical and well organized shall-issue program in the country. Texas is also the fastest growing state in the Union and Gun Shows are a “Texas Tradition” with a show almost every weekend somewhere in the State. Texans purchase guns, ammunition and everything that goes along with personal protection and best of all the Texas concealed carry crowd is hungry for everything to do with this new concealed carry lifestyle! The Texas economy is strong and Texas Concealed Carry Magazine offers a targeted audience of serious gun enthusiasts for your products and services.

Texas Concealed Carry Magazine is published 4 times a year with the Winter issue a show place for the holiday sales. Our subscriptions are promoted throughout the State by licensed concealed handgun instructors, special booths at gun shows every weekend and by the subscribers themselves through our Texchm affiliate program. All advertisements are featured on our website during the quarter they run.

The information our magazine covers is targeted to Texas CHL program and everything that goes along with this new lifestyle including articles on gunsmithing, reloading, concealed carry clothing, weapons, ammunition, training, holsters, legal direction, personal protection training, home safety and situational training, just to name a few. We like to think that our magazine caters to a “Militia in Waiting”.

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**EDITOR & PUBLISHER** Ray H. Duncan—[editor@texchm.com](mailto:editor@texchm.com)

**ADVERTISING** Corky Sadler (830) 663-2320  
Antonio Orozco (713) 367-5117

**MAILING ADDRESS**

**TEXAS CONCEALED HANDGUN MAGAZINE**  
Blackcreek Publishing, LLC  
1606 CR 761  
Devine, Texas 78016





# Texas Concealed Handgun Magazine

## RATE CARD TEXCHM 2009 #1

### DIGITAL REQUIREMENTS

Texas Concealed Handgun Magazine (TEXCHM) is designed in Adobe InDesign CS4.

Trim size is **8" x 10.875"**

Saddle Stitched on Glossy Stock

### ACCEPTED ELECTRONIC FORMATS:

The following are preferred file formats:

- Press resolution PDF (preferred)
- 300dpi TIFF file, EPS files, 300 PS with fonts.
- Illustrator, Photoshop or InDesign files with support graphics and fonts.

### COLOR REQUIREMENTS:

ALL 4-color ads must be in CMYK. Please add .25" bleed on ads if applicable.

### IMAGE REQUIREMENTS:

ALL images must be at least 300 dpi, CMYK.

### HARD COPY PROOFS:

Color proofs provide accurate guidance for the press; if you do not provide a color proof, we cannot be held responsible if colors are unsatisfactory. If you are emailing an ad and or sending a color proof, please send a JPEG so we can use it to compare graphics placement, text runarounds and word breaks.

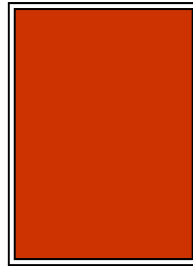
### SENDING ARTWORK:

Please send artwork to:  
**Beth Duncan**  
**Blackcreek Publishing, LLC**  
**1606 CR 761**  
**Devine, Texas 78016**  
 Files can be emailed to: [editor@texchm.com](mailto:editor@texchm.com)

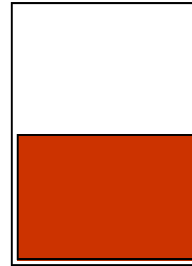
### TexCHM Magazine Display Advertising Sizes



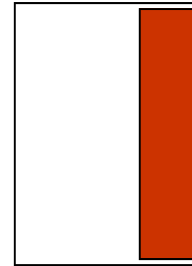
Full Page Bleed



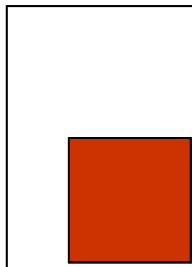
Full Page



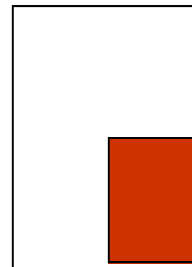
Half Page



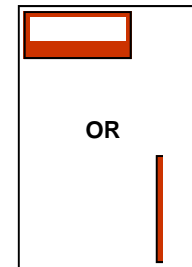
Third Page Vertical



Island Third Page



Quarter Page



Sixth Page

COLOR DISPLAY RATES	RATES	
	1 Time Rate	3 Time Rate
FULL PAGE	800	650
HALF PAGE	500	350
THIRD PAGE	350	275
QUARTER PAGE	275	200
SIXTH PAGE	150	100
<b>COVERS</b>		
BACK COVER	950	800
INSIDE BACK	950	800
INSIDE FRONT	950	800

Advertising Sales: Corky Sadler (830) 663-2320  
[advertising@texchm.com](mailto:advertising@texchm.com)

TEXCHM Mailing Address:  
**Blackcreek Publishing, LLC**  
**1606 CR 761**  
**Devine, Texas 78016**  
 (210) 787-2902 ; [editor@texchm.com](mailto:editor@texchm.com)



**Texas Concealed Handgun Magazine**  
**1606 CR 761**  
**Devine, Texas 78016**

## ADVERTISING INSERTION

AD SPECS:  
 START ISSUE:

AD SIZE:  FULL PAGE     2/3 VERTICLE     1/2 VERTICLE     1/3 VERTICLE     1/6 VERTICLE  
 PLEASE CHECK ONE     1/2 HORIZONTAL     1/3 HORIZONTAL     1/4 HORIZONTAL     1/6 HORIZONTAL

### ADVERTISER

COMPANY NAME: \_\_\_\_\_  
 \_\_\_\_\_  
 CONTACT: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY/STATE/ZIP: \_\_\_\_\_  
 \_\_\_\_\_ PHONE \_\_\_\_\_

### AGENCY

AGENCYNAME: \_\_\_\_\_  
 \_\_\_\_\_  
 CONTACT: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY/STATE/ZIP: \_\_\_\_\_  
 \_\_\_\_\_ PHONE \_\_\_\_\_

### PAYMENT TERMS:

Full Payment is due prior to running an ad for single or initial insertion ONLY. NET 30 on Subsequent or multiple insertion orders.

### 2009 ADVERTISER DEADLINES

ISSUE NAME	Art Work Due	ISSUE MAIL Date
(Premier)	6-Apr	5-May
FALL	6-Jul	5-Aug
WINTER	5-Oct	5-Nov

NOTICE: All cancellations must be received by the closing date of the ad space. Please reserve space in the issues indicated on behalf of the advertiser listed above. The advertiser and advertising agency shall be responsible for the accuracy and completeness of the information contained in their advertisement. The advertiser and advertising agency agree to indemnify TEXCHM for any loss, cost, liability and expenses that TEXCHM may incur as the result of any claim, suit or proceeding against TEXCHM as a result of their advertisement in TEXCHM. TEXCHM reserves the right to reject any advertising for any reason. See the complete package for additional information and polices.

TexCHM will publish 3 issues for 2009 and starting in 2010 we will publish 4 issues: Spring, Summer, Fall and Winter issues.