

Advertising Information

About *The Agriculturist*

The Agriculturist is a student publication of the Department of Agricultural Education and Communications at Texas Tech University. Each semester, students enrolled in ACOM 4310: *Development of Agricultural Publications* produce the magazine from start to finish as part of their degree requirement. The magazine is funded solely by advertisers and sponsors and is a not-for-profit publication.

The Agriculturist Facts

Circulation | 3,700

Reach | Potential for more than 11,000

Primary Audience | Students, alumni, faculty, staff, and potential students in the College of Agricultural Sciences and Natural Resources at Texas Texas University

Secondary Audiences | Texas High School Agricultural Education Programs, CASNR sponsorship donors, magazine sponsors

Ad Sizes and Prices

Size	Dimensions	Price
Quarter Page	3.5 in. x 4.75 in	\$150
Half Page	7.5 in. x 4.75 in.	\$300
Full Page	7.5 in. x 10 in.	\$600
Inside Front Cover	7.5 in. x 10 in.	\$700
Inside Back Cover	7.5 in. x 10 in.	\$700

*All camera-ready advertisements should be CMYK and 300 dpi, and saved as a TIFF or PDF-x1a file. It must fit these dimensions. If you have any questions regarding file specifications, please contact your sales representative.

Contact

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