

Advertising Company: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 (as it should be listed in the ad index)  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip, Country: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_

► **ADVERTISING OPTIONS, RATES AND SERVICES**

Price is per issue.

	1 Issue	3 Issues	6 Issues	B&W 1 Issue
<b>PREMIUM*</b>				
Branded Polybag	<input type="checkbox"/> \$5,000.00			
Direct Mail Insert	<input type="checkbox"/> \$3,500.00			
Tip-In	<input type="checkbox"/> Contact us for availability and pricing			
Double-page Spread	<input type="checkbox"/> \$3,200.00	<input type="checkbox"/> \$3,040.00	<input type="checkbox"/> \$2,736.00	
Outside Back Cover	<input type="checkbox"/> \$3,000.00	<input type="checkbox"/> \$2,850.00	<input type="checkbox"/> \$2,565.00	
Inside Front Cover	<input type="checkbox"/> \$2,700.00	<input type="checkbox"/> \$2,565.00	<input type="checkbox"/> \$2,310.00	
Page 1	<input type="checkbox"/> \$2,400.00	<input type="checkbox"/> \$2,280.00	<input type="checkbox"/> \$2,052.00	
Inside Back Cover	<input type="checkbox"/> \$2,250.00	<input type="checkbox"/> \$2,140.00	<input type="checkbox"/> \$1,925.00	
Opposite Table of Contents (1st TOC page)	<input type="checkbox"/> \$2,100.00	<input type="checkbox"/> \$1,995.00	<input type="checkbox"/> \$1,796.00	
Opposite Table of Contents (2nd TOC page)	<input type="checkbox"/> \$2,100.00	<input type="checkbox"/> \$1,995.00	<input type="checkbox"/> \$1,796.00	
1/2 Horizontal Spread	<input type="checkbox"/> \$2,000.00	<input type="checkbox"/> \$1,900.00	<input type="checkbox"/> \$1,720.00	
Full Page	<input type="checkbox"/> \$1,820.00	<input type="checkbox"/> \$1,730.00	<input type="checkbox"/> \$1,556.00	
<b>STANDARD</b>				
2/3 Vertical	<input type="checkbox"/> \$1,475.00	<input type="checkbox"/> \$1,400.00	<input type="checkbox"/> \$1,260.00	
1/2 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal <input type="checkbox"/> Island	<input type="checkbox"/> \$1,170.00	<input type="checkbox"/> \$1,110.00	<input type="checkbox"/> \$1,000.00	
1/3 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> \$1,040.00	<input type="checkbox"/> \$990.00	<input type="checkbox"/> \$890.00	<input type="checkbox"/> \$700.00
1/4 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> \$910.00	<input type="checkbox"/> \$865.00	<input type="checkbox"/> \$780.00	<input type="checkbox"/> \$525.00
1/6 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> \$780.00	<input type="checkbox"/> \$740.00	<input type="checkbox"/> \$665.00	<input type="checkbox"/> \$350.00

\*Contact Jennifer Taylor at [jtaylor@landman.org](mailto:jtaylor@landman.org) for premium ad availability.

 Complimentary four-color processing is included in all Landman print advertising.

► **2024-25 ISSUE SELECTION**

Issue	Reservation Deadline	Artwork Submission Deadline
<input type="checkbox"/> September/October 2024 - Vol. 69 No. 5	June 30, 2024	July 14, 2024
<input type="checkbox"/> November/December 2024 - Vol. 69 No. 6	Aug. 25, 2024	Sept. 8, 2024
<input type="checkbox"/> January/February 2025 - 70 No.1	Nov. 1, 2024	Nov. 15, 2024
<input type="checkbox"/> March/April 2025 - Vol. 70 No. 2	Jan. 3, 2025	Jan. 17, 2025
<input type="checkbox"/> May/June 2025 - Vol. 70 No. 3	March 1, 2025	March 15, 2025
<input type="checkbox"/> July/August 2025 - Vol. 70 No. 4	May 1, 2025	May 15, 2025

**DESIGN SERVICES**

■ **Ad Creation \$125.00+**  
 Copy and artwork to be supplied by contracting company, or art direction may be requested from AAPL for an additional cost.

■ **Ad Modification \$50.00**  
 AAPL will modify existing ad — to a reasonable extent — to adhere to contracted ad size.

► Please provide payment information on next page.

**► PAYMENT DETAILS****Order Details**

Ad Package 1 \$ \_\_\_\_\_

Ad Package 2 \$ \_\_\_\_\_

Design Service \$ \_\_\_\_\_

**TOTAL**\$ 

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Preference**

- Pay in full  
 Pay per issue

**Payment Method**

- Check (no. \_\_\_\_\_)

*If paying by check, please mail check and form to: AAPL, PO Box 225395, Dallas, TX 75222-5395*

- Credit Card (Visa, Mastercard, American Express)

*If paying by credit card, please email completed form to [jtaylor@landman.org](mailto:jtaylor@landman.org).*

Card No.: \_\_\_\_\_ Exp (mm/yy) \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

*Payment must be received by materials deadline shown above for ad to run in designated issue.*

*All ads are subject to approval by AAPL publishing staff.*