



## TRUE WEST MAGAZINE HOME PAGE TAKEOVER - \$1995

This commanding position features a Jumbo Leader Board in the most prominent position on the True West Website Home Page, accompanied by a 300px by 900px Filmstrip banner that remains exclusively for a full week. The Jumbo Leader and an additional 300 x 600 Filmstrip rotates on all other pages of the site, with the 300 x 600 Filmstrip remaining in rotation for an entire month. Home page takeovers also include one (1) Premium Social Media Promotion as outlined in the True West Social Media Promotion spec sheet.

Jumbo Leader Board  
(2 Panels - 1600px wide x 550px high)

Jumbo Filmstrip  
(300px wide x 900px high)

FEATURES   INSIDE HISTORY   TRUE WESTERNERS   THE CULTURE   HERITAGE TRAVEL   BOOKS   MOVIES   SUBSCRIBE   STORE

**HISTORIC DEADWOOD**  
ENTERTAINING GUESTS SINCE 1876  
EXPLORE DEADWOOD ▶

**DEADWOOD** *South Dakota*

A Hero's Tale  
BOOKS  
A Hero's Tale

Rough Riders  
THEODORE ROOSEVELT  
His Cowboy Regiment, and the Immortal Charge Up San Juan Hill  
MARK LEE GARDNER

The Loss of a National Treasure  
TRUE WESTERNERS

A Hero's Tale  
BOOKS - 1 HOUR AGO  
Rough Riders is a thrilling recounting of Theodore Roosevelt's transformation into a national hero and ascent to national office, plus, opens and theater on the Arizona frontier, an Old West tale of law and order, and an explorer's legend disproven. A century ago, the modern weaponry carried by the European armed forces of World War I killed thousands of young men ...  
42 SHARES

Galeyville Outlaw Eating Etiquette  
TRUE WEST BLOG - 18 HOURS AGO  
Legendary outlaw Curly Bill Brocius had a perverse sense of humor. He once broke into a dance on the San Pedro and at...  
608 SHARES

**HISTORIC DEADWOOD**  
ENTERTAINING GUESTS SINCE 1876  
EXPLORE DEADWOOD ▶

**DEADWOOD** *South Dakota*

The home page takeover runs the course of one week, beginning on a Monday, ending on the following Monday. At the end of the one-week run, all elements are removed from the site with the exception of the 300 x 600 Filmstrip ad, which remains for the balance of 24 days.



## TRUE WEST MAGAZINE NATIVE INCLUSION PACKAGE - \$1250

The TRUE WEST NATIVE INCLUSION features a home page blog entry that links to a content article landing page about the advertiser/product. The home page entry premieres on a Monday morning in the first row of our Home Page Blog section. The Native campaign is then enacted with a Premium Social Media Push that includes posts on Facebook, Twitter and Google+. The article is simultaneously included in that week's email newsletter, sent to more than 27,000 email subscribers.

NOTE: Images cannot contain logos or promotional text. TRUE WEST will add a sponsored by logo to the article.

**Home Page Blog Lead**  
(1000px wide x 600px high)

**Article**  
(250 Words maximum, 10 Word Caption)

**Article Image**  
(1000px wide x 600px high)

The screenshot shows the True West website interface. At the top is the navigation menu: FEATURES, INSIDE HISTORY, TRUE WESTERNERS, THE CULTURE, HERITAGE TRAVEL, BOOKS, MOVIES, SUBSCRIBE, STORE. The main content area features a large article image of a man in a cowboy hat, with a caption '19 HOURS AGO | A Horse Slicked Up '734'. Below this is a smaller article preview for 'Flora Quick aka Tom King' with a 'SHARES' button. To the right, there are promotional banners for 'Western Trappings on The Llano Artist Gala' and 'Bob Boze Bell Books Big Book Sale'. A 'LATEST POSTS' section shows other recent articles like 'Arizona Rough Riders' and 'The Alleged Bascom Affair'.

The Native Inclusion runs the course of one week, beginning on a Monday at 7:00 a.m. PST, with the Article remaining in the TRUE WEST website archive indefinitely. Images cannot contain logos or promotional text. TRUE WEST will add a "sponsored by" logo to the home page image.



## TRUE WEST MAGAZINE SOCIAL MEDIA PROMOTION SPECS

### Sample Facebook Promotion Post

#### Premium Social Media Promotion: \$795

- One (1) Facebook post
- One (1) Twitter post
- One (1) Google+ post
- Inclusion item in True West E-Blast

Post item will be placed on the TRUE WEST Facebook, Twitter and Google+, pages at 7:00 a.m. PST on a Tuesday. The same post will be incorporated into our Tuesday E-blast that goes out to more than 27,000 email subscribers.

#### SPECS

##### IMAGE

We require a 72dpi image no smaller than 960 x 960 pixels. No text or contact information should appear on the image. A brand logo can be placed on the image.

##### COPY

We will need a brief paragraph that describes your brand and promotion. Our social media evangelist will write the post based on best practices using the information you provide. You will need to provide either your Facebook Page or a specific link to post back to.

##### RATES

Rates are based on the current follower counts and can increase accordingly without notice.

**True West Magazine**  
Posted by T.w. West [?] · 8 hours ago · Edited [?]

2015 marks the 75h Anniversary of the American Quarter Horse Association! The Association is celebrating with a Limited Edition Sporting Rifle by Cimarron Firearms Company

Follow this link for more information: <http://bit.ly/1Aqrcce>

Call Naomi Woodard at (806) 378-4508 to order yours today!

58,592 people reached Boost Post

Like · Comment · Share 403 Shares

👍 Sergio Mura, Kenneth L. James, Craig Masselle Yacinski and 2,116 others like this.

💬 View previous comments 2 of 56