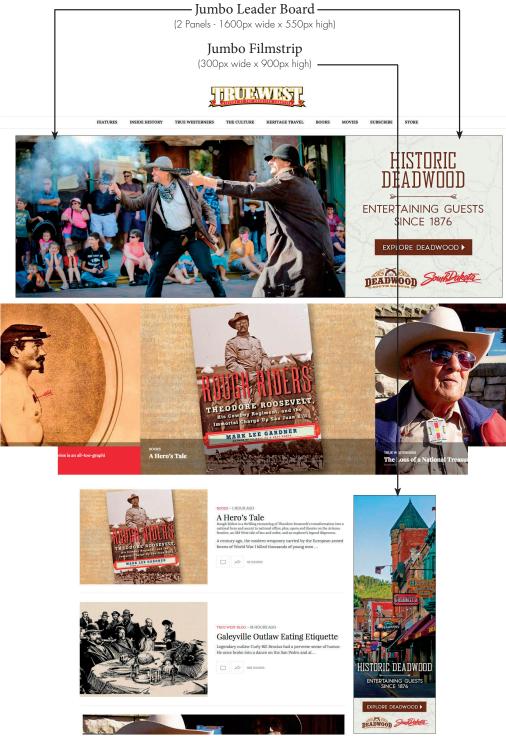


TRUE WEST MAGAZINE HOME PAGE TAKEOVER - \$1995

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.



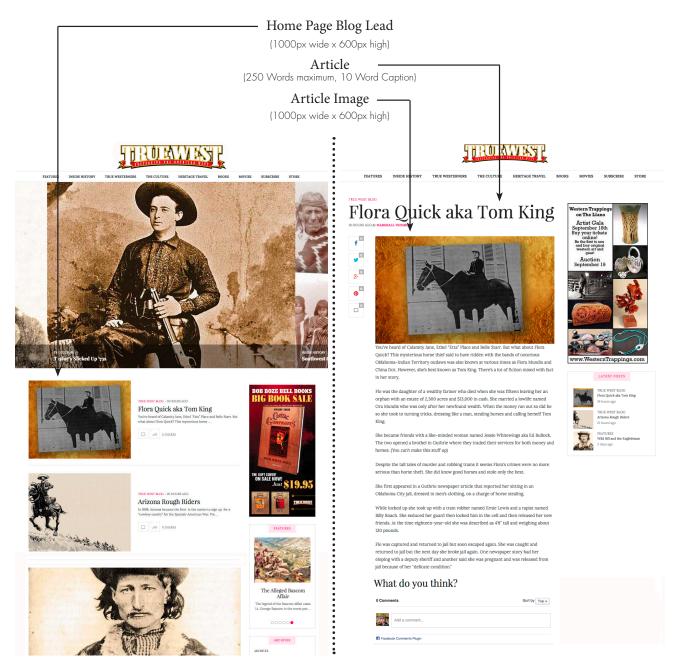
The home page takeover runs the course of one week, beginning on a Monday, ending on the following Monday. At the end of the one-week run, all elements are removed from the site with the exception of the 300 x 600 Filmstrip ad, which remains for the balance of 24 days.



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.



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

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.

Sample Facebook Promotion Post



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!

