



# IMCAT Publication Rate Card

*Get your message out to Texas instructional materials professionals.*

**IMCAT** offers several ways to reach the people who are selecting and ordering instructional materials for their districts or open enrollment charter schools

- Advertise in the **Annual Conference Program** to greet more than 400 coordinators from across Texas. Your ad will be in their hands for three information-packed days as they participate in the only conference that covers the entire spectrum of instructional materials.

- **Impulse**, the official newsletter of the Instructional Materials Coordinators' Association of Texas, is a triannual publication mailed to more than 2,000 recipients, from Amarillo to Brownsville, from El Paso to Texarkana.

With critical information about the ever-changing world of Texas instructional materials, **Impulse** reaches the audience you need to reach — decision-makers in charge of getting instructional materials into the hands of students.

**For more information:**  
**Tracy Wagner**  
**512-251-8101**  
**tbwagner@texas.net**

## *Insertion Order*

Company: \_\_\_\_\_

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### **Publication**

- Annual Conference Program       Impulse Newsletter

### **Size of Advertisement (FULL COLOR/CMYK INCLUDED)**

- Full Page \$650 (7.5" w x 10" h only)  
 Back Page \$750 4-Color Half Page (7.5" w x 5" h only)  
 Half Page \$350 (7.5" w x 5" h only)  
 Quarter Page \$250 (3.5" w x 5" h only)  
 Business Card \$130 (3.5" w x 2" h only)

Total Number of Insertions: \_\_\_\_\_

Insertion Dates: \_\_\_\_\_

Format:      JPEF    TIFF    PDF

Transmission (email or disk): \_\_\_\_\_

Make checks payable to: IMCAT

Send order and check to:

IMCAT c/o GCP Association Services

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