



TREASURES  
OF  
HISTORIC  
**Texas**

The **Summer 2012** issue of *Preservation* magazine presents Treasures of Historic Texas, a special section promoting travel and heritage tourism in Texas.

Reach an audience of 350,000 readers, 78% of whom read the magazine for historic travel ideas. 90% average 6.8 overnight trips a year.

Treasures of Historic Texas features editorial copy and photos submitted by the advertisers.

<b>Full page</b>	<b>120 words</b>
<b>1/2 page</b>	<b>80 words</b>
<b>1/3 page square</b>	<b>60 words</b>
<b>1/6 page</b>	<b>45 words</b>

*Preservation* will edit copy for style and grammar.

**Summer 2012**  
**Closing is May 7, 2012**

**PRESERVATION**

THE MAGAZINE OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION

**[PreservationNation.org/advertise](http://PreservationNation.org/advertise)**



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# Texas

## 2012 RATES

<b>FOUR COLOR (NET) COST</b>	<b>SIZE (INCHES)</b>
Full page	\$9,900 7.25 x 9.5
1/2 page horizontal	\$6,500 7 x 4.5
1/3 page square	\$4,600 4.5 x 4.5
1/6 page	\$2,100 2.25 x 4.5

All advertisers receive a free Reader Service listing and a link directly to their website. For more information about print and online advertising, contact:

### SOUTH

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## Summer 2012

**Copy and photo due May 14, 2012**

**Ad materials due May 18, 2012**

FORT DAVIS NATIONAL HISTORIC SITE

NATIONAL  
TRUST  
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