



Texas Healthcare
Trustees
THA Family of Companies

2020 Media Kit

Your Comprehensive Guide to Advertising Opportunities
With Texas Healthcare Trustees

Trustee Bulletin

SUMMER 2019

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Bylaws: The Starting Place for Good Governance

By Kevin Reed and Jennifer Claymon

Hospitals are owned and operated by many different types of entities, including nonprofit organizations, for-profit corporations and local governments. Regardless of the type of entity, a hospital should conduct business in accordance with a set of bylaws. Most hospitals have board bylaws and medical staff bylaws, each of which provide the framework for the hospital's operations and establish the day-to-day rules for the entity and the medical staff. When it comes to board bylaws, here are some key things to be aware of.

What Should Be in the Board's Bylaws?

The board bylaws should address the basic organization of the governing board: the number of directors, the method for electing or appointing new directors, the qualifications of directors, the length of terms of office, meetings of the board, etc. These provisions should follow the enabling legislation that applies to the hospital. Governmental hospitals must comply with the general or special law that authorizes their creation and operation. Nonprofit hospitals must follow the state statutes that govern the formation of nonprofit corporations as well as federal law regarding tax-exempt organizations. For-profit hospitals are subject to the business organization laws applicable in the state in which they are organized as well as the state or states in which they do business. Bylaws are not a public document unless the hospital is a governmental entity subject to state open records laws.

www.tht.org

CONTINUED ON PAGE 4 →

Trustee Bulletin

WINTER 2019

Job Description: Key for Board Effectiveness

Effectiveness Tool

At a recent Trustees conference, a speaker conducted an informal survey of board practices. She said, "Raise your hand if your board has a written job description." Only three or four of the nearly 50 people in the room raised their hands. The response surprised some in the room, but it is not an isolated incident.

Many boards have neglected this basic tool for ensuring good governance. In part, explain why so many boards continue to be ineffective. They do not seem to understand the governance-management distinction. They do not disclose potential conflicts of interest; or who do not attend board meetings or educational events. These governance issues are addressed by providing clearer expectations regarding performance and providing guidance. A well-written board member job description is essential.

www.tht.org

CONTINUED ON NEXT PAGE →

Trustee Bulletin

FALL 2018

Distinction Between Governance and Management

Essential for high performance

Governance is understanding the distinction between governance and management. Governance is how that demarcation varies among different organizations and serving on many myself. I have learned from serving on many boards that the distinction between functioning organizations and their boards is essential. Questions: How do boards excel at governing without micromanaging? How do boards ensure that boards have what they need from management?

www.tht.org

CONTINUED ON NEXT PAGE →

Texas Healthcare Trustees is a statewide association whose members are Texas hospitals and health systems and the 3,000 board members who govern those organizations. As an organization we work to provide top-tier education, resources and leadership development opportunities to trustees.

Trustee Bulletin

Readership Facts

- The Trustee Bulletin is mailed out three times a year to over 3,100 people
- The readership profile includes:
Chief Executive Officers
Chief Governance Officers
Trustees

Fast Facts: Top Trustee Issues

- Physician issues
- Finance and reimbursement
- Sustainable funding
- Quality and patient safety
- Strategic planning
- Community engagement

Advertising Contacts

For sales inquiries, contact:

Tracey White

Advertising Sales

512/515-9035

advertising@tha.org

For all other inquiries, contact:

Noelle Parsons

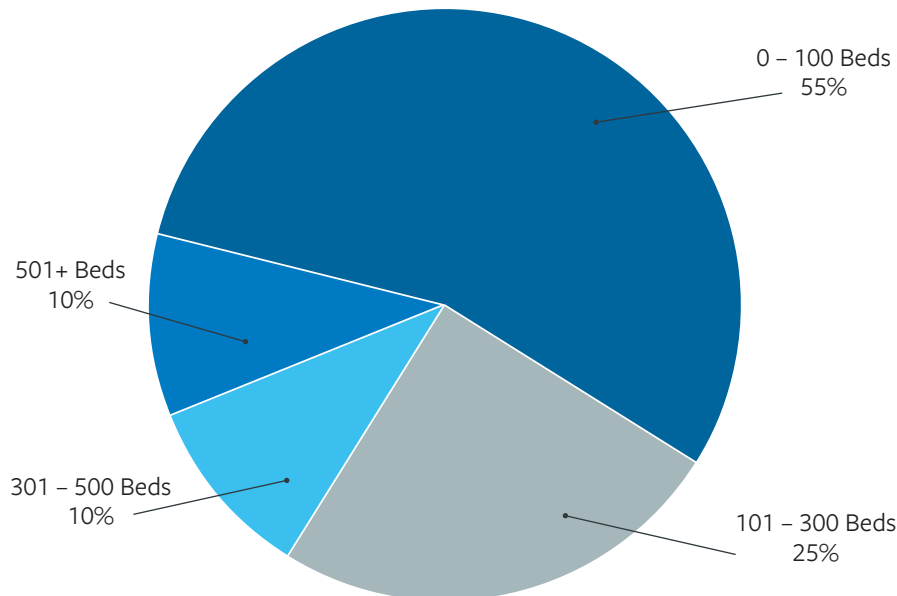
Manager, Corporate Relations

Texas Hospital Association Foundation

512/465-1013

nparsons@tha.org

Reader Profile by Hospital Bed Size



Source: THT Membership Profile as of October 2018

Reader Profile

Bed Size	# of Hospitals
0 – 100 Beds.....	359
101 – 300 Beds.....	161
301 – 500 Beds.....	64
501+ Beds.....	64

Four-Color Rates

Prices are per issue. Recognized advertising agencies will receive a 15 percent commission on a one-time insertion.

Placement	1 Issue	3 Issues (per issue)	Ad Specifications
Outside Back Cover	\$940	\$845	7.25" x 5.25" (no bleed)
Full Page, Non-bleed	\$835	\$755	7.25" x 9.75" (no bleed)
½ Page Horizontal	\$470	\$425	7.25" x 4.75" (no bleed)
¼ Page Vertical	\$265	\$235	3.5" x 4.25" (no bleed)

Ad Requirements

All ad sizes are non-bleed

Submit ad in PDF format (CMYK)

Final publication trim size is 8.5" x 11"

All PMS colors must be pro-matched.

Key Dates

Deadlines

Winter 2020	Ad Space and Artwork Deadline: November 20
Summer 2020	Ad Space and Artwork Deadline: April 20
Fall 2020	Ad Space and Artwork Deadline: August 17

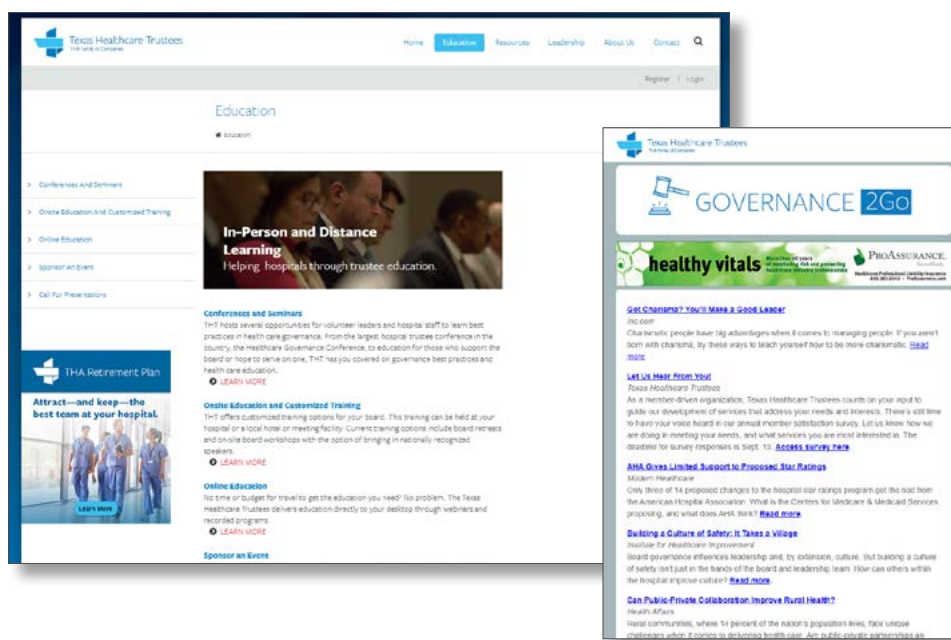
Webinars and Web Advertising

Webinars

To increase awareness and resources to Texas board members and CEO's, THT has developed a webinar series that is sent out to over 3,100 of its members and will live on THT's website with advertisement for a year of date webinar is recorded. Topics for this webinar will be coordinated with THT's education

department as they try to align your topic(s) of education with THT's message to its rural and urban members. As a part of this sponsorship, you will also be given the opportunity to distribute a whitepaper to the THT members that aligns with your webinar topic.

Webinars	Price
Three pre-recorded webinars and a whitepaper	\$4,170



Web Advertising

THT offers a half skyscraper advertisement on the THT website.

The rate below reflects three months of placement on the THT website.

Ad Type	Ad Dimension	File Format	Price per Placement
Half skyscraper ad on THT website (Price per 3 month placement)	160 x 300	GIF, JPG	\$520

THT Governance Thought Leadership Series (Sponsored Whitepaper)

Texas board members regularly look to Texas Healthcare Trustees as a thought leader and go-to source for governance, leadership and high-level health care education and resources. To increase the resources available to Texas board members, THT seeks industry leaders to partner with us to deliver relevant, high-quality articles and/or white papers on governance best practices in selected topics.

THT staff will work with industry partners to recommend and determine relevant content and resources for each issue based on topics. This is a monthly, THT-branded publication that THT will directly email to over 2,800 of our members, who are hospital/health system board members, CEOs and administrative support professionals.

Submission Requirements

- Submissions should provide a high-level summary or overview of health care trends or governance best practices. Resources should not be written on a technical topic or detailed issue. Resources should be written in the same manner as one would present to a governing board.
- All submissions should be between 750-2000 words.
- Content must be submitted as a Word document(s).
- Any graphs, charts or images may be modified by Texas Healthcare Trustees to fit THT branding standards.
- THT may edit copy and lay out the content in accordance with THT's style guide.

Pricing:

\$1,560 per issue*

*A minimum purchase of 2 issues for optimal exposure is recommended.

Audio Interview Add-On \$500

Included as an add-on option with any insertion order is the opportunity to purchase an audio interview hosted by THT.



2020 THT Healthcare Governance Conference

The Texas Healthcare Trustees Healthcare Governance Conference draws nearly 500 hospital trustees and chief executive officers from Texas hospitals of all types, sizes and locales. This popular event combines multiple peer networking engagements with educational sessions specifically for hospital trustees. The 2020 conference will be held at the JW Marriott Austin on July 30 - August 1.

The 2019 THT Conference had approximately 42 sponsors with tabletop exhibits in our exhibit hall as well as several other companies sponsoring the event itself. For maximum exposure, companies can choose to have a sponsorship presence at this event and advertise in the onsite program at discounted rates*. Non-sponsors may also advertise in the program.

Learn more about opportunities to sponsor by contacting Jessica Hoefling at 512/465-1020 or jhoefling@tha.org.



Key Dates

Ad Space and Artwork Deadline:

TBD

Program distribution date:

July 30

Sales Inquiries

Tracey White

512-515-9035

advertising@tha.org

Ad Rates and Specifications

Placement	Sponsor Rate	Non-Sponsor Rate	Ad Specifications
Full Page Color (CMYK)	\$755	\$860	7.25" x 9.75" (no bleed)
Half Page Color (CMYK)	\$425	\$530	7.25" x 4.75" (no bleed)

***Note:** Diamond, Platinum, Gold, and Silver sponsorships include program advertisements. Refer to the THT Healthcare Governance Conference Prospectus for details.

Trustee Bulletin

2020 Advertising Contract/Insertion Order

For sales inquiries, contact Tracey White
at 512/515-9035 or advertising@tha.org.

For all other inquiries, contact
Jessica Hoefling at jhoefling@tha.org.



Texas Healthcare
Trustees

ADVERTISER INFORMATION

☐ BILLING CONTACT (check if Advertiser receives invoice)

*Company: _____ Contact: _____
Address: _____ Contact Phone: _____
City/ST/Zip: _____ Contact Email: _____
Main Phone: _____ Fax: _____ *Website: www. _____

List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

AGENCY INFORMATION

☐ BILLING CONTACT (check if Agency receives invoice)

Company: _____ Contact: _____
Address: _____ City/ST/Zip: _____
Phone: _____ Fax: _____ Email: _____

RATE

☐ Check here for guaranteed page placement (other than covers) for an additional 15%.

Guaranteed page placement page #: _____

of Insertions: _____

Total per issue: \$ _____

Add 15% if guaranteed page number: _____

Cash Discount: Subtract 4% off
of total if paying by check or ACH*: _____

Contract Total: _____

AD SIZES		RATES	
Final trim size of the publication is 8.5" x 11"		1 time	3 times
<input type="checkbox"/> Back Cover	7.25"w 5.75"h	\$940	\$845
<input type="checkbox"/> Full Page	7.25"w 9.75"h	\$835	\$755
<input type="checkbox"/> 1/2 Page Horizontal	7.25"w x 4.75"h	\$470	\$425
<input type="checkbox"/> 1/4 Page Vertical	3.5"w x 4.75"h	\$265	\$235

ALL ADS ARE FOUR COLOR - CMYK

ARTWORK:

☐ Pick up artwork from (indicate mo/yr): _____ issue.

☐ Artwork materials are enclosed.

☐ Artwork materials to be delivered by deadline date.

All PMS colors must be pro-matched.
Final trim size of the magazine is 8.5" x 11".

INSERTION DATES (check all that apply)

ISSUE	ARTWORK DEADLINE
<input type="checkbox"/> Winter 2020	November 20
<input type="checkbox"/> Summer 2020	April 20
<input type="checkbox"/> Fall 2020	August 17

SUBMIT ARTWORK: Send a print-quality PDF file to artwork@tha.org.
In the subject line specify month/publication (i.e Summer/Trustee Bulletin).

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Please remit both pages to advertising@tha.org or fax to 512-853-4564.

PAYMENT

Remit payment by ACH:
Texas Healthcare Trustees

Account No. 0101887742
ACH or Transit Routing #111900785

IF PAYING BY CHECK, SEND PAYMENT
AND COPY OF CONTRACT TO:

Texas Healthcare Trustees

P.O. Box 95353
Grapevine, TX 76099-9733

Webinars and Web Advertising

2020 Advertising Contract

For sales inquiries, contact Tracey White
at 512/515-9035 or advertising@tha.org.

For all other inquiries, contact
Jessica Hoefling at jhoefling@tha.org.



Texas Healthcare
Trustees

ADVERTISER INFORMATION

☐ BILLING CONTACT (check if Advertiser receives invoice)

*Company: _____ Contact: _____
Address: _____ Contact Phone: _____
City/ST/Zip: _____ Contact Email: _____
Main Phone: _____ Fax: _____ *Website: **www.** _____

List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

AGENCY INFORMATION

☐ BILLING CONTACT (check if Agency receives invoice)

Company: _____ Contact: _____
Address: _____ City/ST/Zip: _____
Phone: _____ Fax: _____ Email: _____

Advertising Total: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

WEBINAR SERIES

RATE

☐ Three pre-recorded webinars and a whitepaper

\$4,170

WEBSITE ADVERTISING (Three months of advertising)

RATE

☐ Half skyscraper ad

\$520

SUBMIT ARTWORK: Send a print-quality PDF file to artwork@tha.org. In the subject line specify month/publication (i.e. January/G2G).

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice.
Cash Discount Available: Take 4% off total if paying by check or ACH.

Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

**IF PAYING BY CHECK, SEND PAYMENT
AND COPY OF CONTRACT TO:**
Texas Healthcare Trustees

P.O. Box 95353
Grapevine, TX 76099-9733

PAYMENT

Remit payment by ACH:
Texas Healthcare Trustees

Account No. 0101887742
ACH or Transit Routing #111900785

**Please remit both pages to advertising@tha.org
or fax to 512-853-4564.**

THT Governance Thought Leadership Series 2020 Sponsored Whitepaper Contract

For sales inquiries, contact Tracey White
at 512/515-9035 or advertising@tha.org.

For all other inquiries, contact
Jessica Hoefling at jhoefling@tha.org.



Texas Healthcare
Trustees

ADVERTISER INFORMATION

☐ BILLING CONTACT (check if Advertiser receives invoice)

*Company: _____ Contact: _____
Address: _____ Contact Phone: _____
City/ST/Zip: _____ Contact Email: _____
Main Phone: _____ Fax: _____ *Website: www. _____
List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

AGENCY INFORMATION

☐ BILLING CONTACT (check if Agency receives invoice)

Company: _____ Contact: _____
Address: _____ City/ST/Zip: _____
Phone: _____ Fax: _____ Email: _____

RATE

ISSUE	RATE	AUDIO INTERVIEW	CONTENT DEADLINE
January 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Dec. 6
February 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Jan. 6
March 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Feb. 6
April 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	March 6
May 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	April 6
June 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	May 6
July 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	June 5
August 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	July 6
September 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Aug. 6
October 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Sept. 7
November 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Oct. 6
December 2020	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$500	Nov. 6

AUDIO INTERVIEW ADD-ON

Included as an add-on option with any insertion order is the opportunity to purchase an audio interview hosted by THT.

of issues: _____

Total cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Please remit both pages to advertising@tha.org or fax to 512-853-4564.

PAYMENT

Remit payment by ACH:

Texas Healthcare Trustees

Account No. 0101887742

ACH or Transit Routing #111900785

IF PAYING BY CHECK, SEND PAYMENT
AND COPY OF CONTRACT TO:

Texas Healthcare Trustees

P.O. Box 95353

Grapevine, TX 76099-9733

2020 THT Healthcare Governance Conference Program

Advertising Contract/Insertion Order

For sales inquiries, contact Tracey White
at 512/515-9035 or advertising@tha.org.

For all other inquiries, contact
Jessica Hoefling at jhoefling@tha.org.



Texas Healthcare
Trustees

ADVERTISER INFORMATION

☐ BILLING CONTACT (check if Advertiser receives invoice)

*Company: _____ Contact: _____
Address: _____ Contact Phone: _____
City/ST/Zip: _____ Contact Email: _____
Main Phone: _____ Fax: _____ *Website: **www.** _____

List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

AGENCY INFORMATION

☐ BILLING CONTACT (check if Agency receives invoice)

Company: _____ Contact: _____
Address: _____ City/ST/Zip: _____
Phone: _____ Fax: _____ Email: _____

RATES

Please indicate your choice by checking the appropriate box. Availability is on a first come, first served basis based on date both contract and payment are received.

SPONSOR

- ☐ **\$755** – Full page (CMYK)
☐ **\$425** – Half page (CMYK)

NON-SPONSOR

- ☐ **\$860** – Full page (CMYK)
☐ **\$530** – Half page (CMYK)

Advertising total: _____
Cash Discount: Subtract 4% off
total if paying by check or ACH*: _____

Contract total: _____

AD SPECIFICATIONS

(Final publication size 8.5x11)

Full Page Ad (no bleeds)

7.25"w x 9.75"h

Half Page Ad (no bleeds)

7.25"w x 4.75"h

ARTWORK FORMAT

High resolution PDF file
(CMYK for color ads - embed all fonts)

CANCELLATIONS

Cancellations will not be accepted unless
received in writing by June 26, 2020.

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Healthcare Trustees
P.O. Box 95353
Grapevine, TX 76099-9733

REMIT PAYMENT BY ACH:

Texas Healthcare Trustees
Account No. 0101887742
ACH or Transit Routing #111900785

SEND ARTWORK TO:

artwork@tha.org

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Please remit both pages to advertising@tha.org or fax to 512-853-4564.

Terms and Conditions for Texas Healthcare Trustees Advertising Contract/Insertion Order

1. All advertisements, advertorials, and advertising materials and articles (hereinafter referred to as “advertisements”) shall be considered for publication by the Texas Healthcare Trustees (Publisher) upon the representation that the Advertiser or Agency is authorized to publish the entire contents and subject matter thereof. All advertisements shall be clearly and prominently identified by trademark or signature of the Advertiser. The words “paid advertisement” shall be printed at the top of any advertisements that, in the opinion of the Publisher, may be confused with editorial pages. Acceptance of advertisement for publication does not imply endorsement by the Publisher, its publications or the Texas Healthcare Trustees, except when indicated by the Publisher.

The Publisher reserves the right to refuse any advertisement that conflicts with the Publisher’s public policies or applicable law. Fees collected prior to such refusal shall be returned to the Advertiser or Agency within forty-five (45) days.

If an advertisement must be altered or modified for any reason, Publisher may bill Advertiser or Agency for graphic design services at a rate not to exceed sixty dollars (\$60) per hour. Advertisements will not be altered or modified without prior approval of Advertiser or Agency.

2. The Publisher is not responsible for errors contained within copy that the Advertiser or its Agency supplies. The Advertiser or Agency shall supply copy and artwork at such time as shall meet the preparation schedule of the Publisher. If the Advertiser or Agency fails to provide advertising material by the deadline, the Publisher will, at its discretion, either publish the Advertiser’s previous advertisement or publish nothing and bill the Advertiser or Agency for the space. If the Advertiser or Agency provides copy or art work that is considered unacceptable by the Publisher, the Advertiser or Agency will be given five (5) business days to provide acceptable copy or artwork. If the Advertiser or Agency fails to submit acceptable copy or artwork within this specified time frame, the Publisher will, at its discretion, either publish the Advertiser’s previous advertisement or postpone the advertisement to a later issue provided that revised copy or artwork acceptable to the Publisher is submitted. The Publisher reserves the right to terminate this agreement if acceptable copy or artwork is not provided by the Advertiser or Agency. Advertisement materials will be destroyed by the Publisher one year after the last insertion if disposition instructions are not furnished by the Advertiser or Agency.
3. The Publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the reasonable control of the Publisher. This agreement cannot be invalidated by the Advertiser or Agency for wrongful insertion or omission by the Publisher. The Publisher agrees to credit the Advertiser or Agency for all such omissions and improper insertions. The Publisher’s liability for any and all errors will not exceed the cost of the space paid for by the Advertiser or Agency.
4. In consideration of the Publisher’s acceptance of any advertisements for publication, the Advertiser or Agency shall jointly and

severally indemnify and save the Publisher harmless from and against any loss or expense, including, without limitation, reasonable attorney’s fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

5. Payment, based upon the current rate card in effect, shall be made within thirty (30) days of invoice date. **First-time advertisers or agencies are required to send payment with artwork for the first insertion.** The Advertiser or Agency placing the advertisement with the Publisher shall be jointly and severally liable for payment under this contract.

The Advertiser or Agency shall designate a party to receive Publisher’s invoice. In the event payment is not made when due, Publisher may terminate the contract. If Advertiser or Agency contracts for a multiple insertion, but does not fulfill the entire contract, Publisher reserves the right to invoice the Advertiser or Agency at the single-insertion rate for any advertisements published. Should Publisher continue to publish the advertisement for the term of the contract, the Advertiser or Agency agrees to pay late charges and interest as permitted by law, as well as the Publisher’s expenses of collection and/or attorney’s fees; said fee and collection costs not to exceed twenty five (25) percent of the amount due hereunder. If an Agency fails to respond to a notice for payment, the Advertiser shall be responsible for the invoice and any associated collection costs. Returned checks will incur a twenty-five dollar (\$25) fee. Production charges for changes to the advertisement made by the Publisher at the request of the Advertiser or Agency will be billed at the rate of sixty dollars (\$60) per hour, with a minimum charge of thirty dollars (\$30). Account must be current on payments for advertisements to appear in subsequent issues.

6. Adequate notice will be given of any rate changes. The Advertiser or Agency is protected at contracted rates for the duration of current contract.
7. The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the terms and conditions set forth here. No waiver or modification to the foregoing shall be binding on the Publisher unless agreed to in writing.
8. The Advertiser or Agency will be presumed to have read the entire Advertising Contract/Insertion Order and be in agreement with all terms and conditions. Such agreement is indicated by the Advertiser’s or Agency’s signature on orders placing advertisements with Publisher. This agreement becomes binding when this Advertising Contract/Insertion Order is accepted in writing by the Publisher in writing. This agreement shall be construed under and in accordance with the laws of the State of Texas, and all obligations of the parties created under this Advertising Contract/Insertion Order shall be performable in Travis County, Texas.

Please remit both pages to:

Email: advertising@tha.org

Fax: 512-853-4564

✓ **Please initial here _____, and return both pages.**