



Contact:
 p. (713) 373-7727
 e. sales@roleafm.com
 w. www.roleafm.com

About

Role is a Houston based publication dedicated to all things Art, Fashion and Music. Our goal is to Houston’s hidden gems into the limelight.

Inside Role you will find a collection of some Houston’s best visual artists, outstanding fashion designers and stylists, as well as our city’s most talented musicians and DJs.

- We publish seasonally, 4 times per year
- We have 20,000+ readers
- We are available at over 100 locations in Houston
- 100% of every edition is picked up with in the first week of distribution
- We are highly collectible. 90% of our readers will keep their copies for longer than your standard publication

Who reads role?

Our readership is comprised of people of all ages and backgrounds. We cater to the masses by not limiting our content to one specific market. We feel that you don’t have to be hip and cool in order to enjoy the finer things in life, after all we are “The Source For Local Modern Culture”

Ad Specs

Full Page Ad	Two Page Spread
Size: 8.325" x 10.875"	Size: 16.65" x 10.875"
w/bleed: 8.625" x 11.125"	w/bleed: 17" x 11.125"

- Offset Crop Marks by 1/8" or 9pt.
- Only use CMYK colors
- Do not include color bars, file into PDF
- Flatten all layers in PDF
- Zip if over 20MB

Ads should be furnished as a PDF, EPS or high resolution TIFF format. Ads must be created to Role specifics. Role will not be able to manipulate graphics or text to resize provided file formats. All ads should be emailed to: editor@roleafm.com.

Ad Rates

Package	1x	2x	3x	4x
Full Page	1000.00	900.00	800.00	600.00
Ad Spread	1500.00	1400.00	1300.00	1100.00
Inside Front	2500.00	2300.00	2200.00	2100.00
Inside Back	2500.00	2300.00	2200.00	2100.00
Page 1	1500.00	1400.00	1300.00	1200.00

General Information: Role reserves the right to refuse advertising that is not in keeping with the publications quality and standards. Cancellations need to be made 15 days prior to the design deadline and must be made in writing. No refunds will be issued for cancellations notices after the cancellation period has expired. Ads received after the deadline will not run and will be credited into the following edition. For contract clients a previously run ad will be picked up if new ad is not received by the advertising deadline. Specific page placement can be accommodated when possible and is not guaranteed. The publisher and editor will use their best judgment when placing ads. Guaranteed page placement can be purchased for an additional 20% of the listed advertising rate. Visit us on-line at www.roleafm.com