

# TEXAS HIGH SCHOOL COACHES ASSOCIATION

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RE: Advertising in TEXAS COACH

Welcome to the advertising section of Texas Coach. Here you will find ad rates and requirements for advertising in *TEXAS COACH*. The *TEXAS COACH* has a circulation of over 20,000 reaching most every coach and educational institution in the state of Texas. This magazine also has subscribers in other states and several foreign countries and is published monthly except for June, July and December. It is a magazine for coaches, written by coaches, about coaching. *TEXAS COACH* is the magazine of the Texas High School Coaches' Association, the largest coaching association in the nation. It is the most widely read and circulated publication of its kind.

Every issue highlights articles on training and motivation. In addition, there are features on those who give high school sports its unique character. *TEXAS COACH* will primarily focus on the following sports in the corresponding months:

Aug-Sept-Oct: Football, Volleyball, Cross Country

Nov-Jan-Feb: Basketball, Track, Soccer, Baseball, Wrestling

Mar-Apr-May: Baseball, Tennis, Golf, Off-Season

*TEXAS COACH* is edited for junior high, high school and college coaches to cover subjects relevant to the understanding of coaches' problems in these various sports and the sharing of new methods and ideas. The editorial content assists the new coach as well as reviews those who are more experienced. Rules and regulations important to coaches are continually updated in the magazine.

We would welcome your patronage as one of our advertisers. It is the quickest, easiest and most economical way to expose your product to all the educational institutions in Texas. Simply download the contract, complete it and fax to us. Your ad space will be saved pending reception of your ad copy. However, if ad copy is late, we cannot guarantee you that issue.

If you are interested we also have a buyer's guide on our website to help our coaches when they are searching for a specific item to purchase.

If you have any questions or need further assistance, please do not hesitate to contact us.

Sincerely,

Sheryl Honeycutt  
Editor, TEXAS COACH  
Enc: Rate Sheet/Magazine