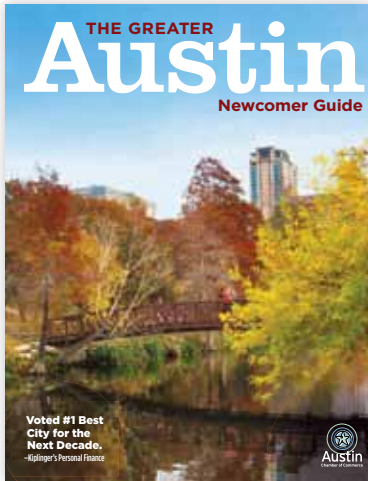


# Greater Austin Newcomer Guide



## EXCLUSIVE DISTRIBUTION

- ★ Austin Board of Realtors
- ★ Austin Human Resource Association
- ★ Austin Relocation Council
- ★ Society for Human Resource Management
- ★ Austin regional chamber partners
- ★ Austin Convention & Visitors Bureau

## CONTACT

Robert Nusbaum  
rnusbaum@texasmonthly.com  
or 512-320-6915

TexasMonthly | CUSTOM PUBLISHING

## Austin area Newcomers are moving in and ready to spend!

If you are marketing to newcomers or looking to connect with relocating buyers, our guide offers great opportunities to reach your audience. Target prospective new residents and businesses as they make important decisions regarding products and services.

### DISTRIBUTION

**24,500** copies are distributed annually to the following:

- ★ **10,000** copies will be distributed by the Austin Chamber of Commerce through phone, online, and in-person requests
- ★ **10,000** copies are distributed to human resource offices of major area employers such as Samsung, AMD, Dell, National Instruments, IBM, and Apple who provide it as a resource for relocating employees
- ★ **4,500** copies will be placed in Top Austin hotel rooms (The Driskill, Four Seasons, Hilton, Lake Austin Spa and more)

### ONLINE & DIGITAL

More than 21,000 people per month visit austinchamber.com where they can view the *Greater Austin Newcomer Guide* digitally and connect with advertisers.

### RELOCATION LEADS

All relocation leads received will be e-mailed to full page advertisers.

## ADVERTISING RATES

	1X	2X	3X
Full Page	\$ 3,210	\$ 2,760	\$ 2,300
2/3 Page	\$ 2,450	\$ 2,200	\$ 1,840
1/2 Page	\$ 1,890	\$ 1,720	\$ 1,470
1/3 Page	\$ 1,545	\$ 1,405	\$ 1,175
Formatted Business Profile	\$ 495	\$ 400	\$ 360
Back Cover	\$ 4,400	\$ 3,950	\$ 3,400
Inside Front Cover	\$ 3,550	\$ 3,150	\$ 2,600
Inside Back Cover	\$ 3,150	\$ 2,950	\$ 2,500
Page One	\$ 3,650	\$ 3,250	\$ 2,750

*Ad rates are per insertion  
Chamber Members receive 10% discount on all ads.*

## DEADLINES

### SPRING 2012

AD CLOSE: **MARCH 5**

DELIVERY: **APRIL 20**

### SUMMER 2012

AD CLOSE: **JUNE 5**

DELIVERY: **JULY 25**

### FALL 2012/WINTER 2013

AD CLOSE: **NOVEMBER 1**

DELIVERY: **DECEMBER 20**

# Austin Newcomer Guide Online



## READERSHIP PROFILE DATA

- 32%** plan on moving to the Austin area within 3 months.
- 58%** of our readers are between the age of 25-54.
- 44%** plan on moving to the Austin area within 6 months.
- 31%** of our readers are 55 and up.

## READERS WHO REQUESTED ADDITIONAL INFORMATION BY CATEGORY

- 67%** Employment
- 47%** Housing and Communities
- 43%** Apartments
- 32%** Dining & Entertainment
- 30%** Education
- 23%** Healthcare
- 22%** Realtor services
- 20%** Banking
- 15%** Home and Garden

## SITE AD UNITS

Since its inception, the Greater Austin Newcomer Guide's website has been the complete resource for the Central Texas online relocation community. That voice will grow as we develop our online community through our exclusive partnerships with the top recruiting companies in Austin. Take advantage of our success online to bring clients to your Web Site and into your business.

WEB SITE AD UNITS	AD SIZE	1mo.	3mo.	FULL YEAR
Banner	728 x 90	\$300	\$700	\$3,000
Button	140 x 140	\$49.95	N/A	\$495.00
Skyscraper	140 x 230	\$79.95	N/A	\$795.00
Listing	550 x 165			\$495.00

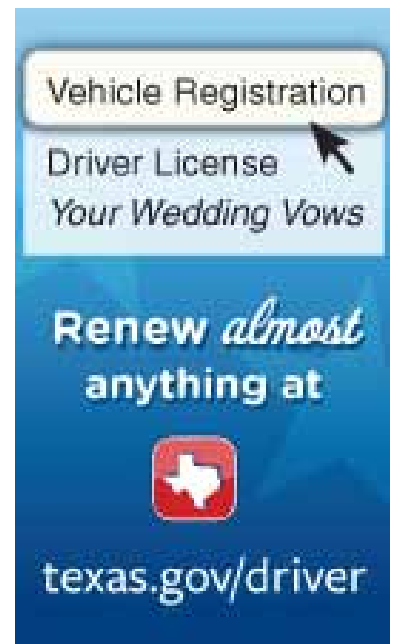


**Austin**  
Chamber of Commerce

SQUARE BUTTON (120 x 120)

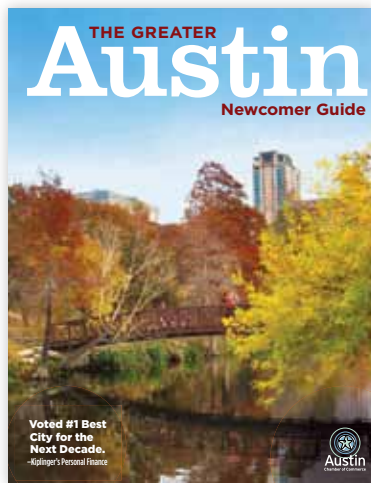


SKYSCRAPER (140 x 230)



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## THE OFFICIAL RELOCATION GUIDE TO THE GREATER AUSTIN AREA – REVIEWS

# Greater Austin Newcomer Guide

### CORPORATE REVIEWS

“Thanks for a great publication! The information is useful to our transferring employees as well as our out-of-town candidates that we are recruiting. The professional quality of the guide is another reason for us to be proud to represent a first class organization.”

–**ABBOTT LABS**

“Please send us more copies of the Greater Austin Newcomer Guide. We give it out to employees that transfer to our Austin headquarters. This is a great informative guide for people who are new to the area.” –**3M CORP**

“Thank you again for delivering more copies of the Greater Austin Newcomer Guide. I know this is our second request within the last few months. I originally intended to give the guides to relocating employees here at Dell. I have found your publication extremely informative and the most ‘all encompassing’ document of its kind that I have ever come across.”

–**DELL COMPUTERS**

“Thanks for sending out the guides. Our employees at National Instruments love this guide! We wish to place an order for an additional 2,500 guides.” –**NATIONAL INSTRUMENTS**

“We’re excited about having such an awesome publication available to our REALTOR members!”

–**AUSTIN BOARD OF REALTORS**

### READER'S COMMENTS

“I am a commercial pilot. My wife is a pediatrician. We have two young daughters that live in Austin and we are visiting your city this April’s school break. This is a site visit to determine where would like to move in Austin.” –**DAVID M. TROY, OHIO**

“We are looking to relocate to your wonderful city. We are also looking for employment in advance in the business/management fields. If you have links or contacts to share, we would be very appreciative.” –**SUZANNE M. GAINESVILLE, FLORIDA**

“Moving to Austin and trying to find a retirement community for my grandmother, not assisted living, more like park living with a budget in mind. Thank you!” –**BRANDY W. LITTLETON, COLORADO**

“We are relocating to Austin in April with my husband’s company so this guide will help us tremendously in getting prepared.” –**JULIE S. BRUNSWICK, MARYLAND**

“Looking for places to live, tax information for relocating automobile, who to contact to set up utilities etc...” –**JENNIFER H. SAN DIEGO, CALIFORNIA**

### CONTACT

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## SPECIFICATIONS

# Austin Chamber Publications

### SPECIFICATIONS

Binding Method: Perfect Bound

### PRINT AD DIMENSIONS

Page Trim Size: 8 3/8 x 10 7/8 inches

### FULL PAGE BLEED

Bleed Size: 8 5/8 x 11 1/8 inches

Live Area: 7 1/2 x 9 1/2 inches

### NON BLEED

Full page 7 1/2 x 9 1/2

2/3 page (vertical) 4 7/8 x 9 1/2

1/2 page (horizontal) 7 1/2 x 4 5/8

1/3 page (vertical) 2 5/16 x 9 1/2

1/3 page (square) 4 7/8 x 4 5/8

### FORMATTED BUSINESS PROFILE

Business card format.

Contact your Account Executive to receive FBP form for required materials.

### WEB SIZE DIMENSIONS

#### BUTTON AD

140x140 pixels

#### SKYSCRAPERS

140x230 pixels

#### LISTINGS

550x165 pixels, and fifty words of copy

### FILE FORMAT

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files are preferred. We may not be able to accept Windows or non-standard file formats.

### IMAGES

CMYK, 300 dpi

### SPOT COLORS

All spot/PMS colors must be converted to CMYK by the advertiser; if not,

TMCP will do so and bears no responsibility for color shifts.

### DENSITY

Do not exceed 300% of all four colors in any area.

### PROOFS

Please submit a proof from a SWOP certified proofing device for color ads. TMCP is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

### CONFIRMING PROOFS

TMCP may, at our discretion, email you a confirming screenshot JPEG or PDF.

### WHAT TO SEND

A CD or DVD with all ad files (including supporting layout files when applicable), an acceptable proof and contact information in case we have a problem with your ad.

### SHIPPING ADDRESS FOR AD MATERIALS

Please send ad material via trackable delivery service to:

Texas Monthly CUSTOM PUBLISHING

Attn: Allison Brouillette

3232 McKinney Ave. #1110 LB40

Dallas, TX 75204-2429

214-871-7740

### UPLOADING FILES

1. Using your web browser, go to [ibackup.com](http://ibackup.com)

USER: txmopub

PASSWORD: txmopub1

2. Click on the upper left "upload file: icon and choose the file you wish to upload (file name must match client name submitted on insertion order).

3. Once you have chosen your files, make sure you click the upload button at the bottom right to send files.

### QUESTIONS

#### For advertising

#### information contact:

Robert Nusbaum

at 512-320-6915 or

[rnusbaum@texasmonthly.com](mailto:rnusbaum@texasmonthly.com)

For technical questions and additional information regarding materials, call Production at 512.320.6991, or e-mail: [ads@texasmonthly.com](mailto:ads@texasmonthly.com)

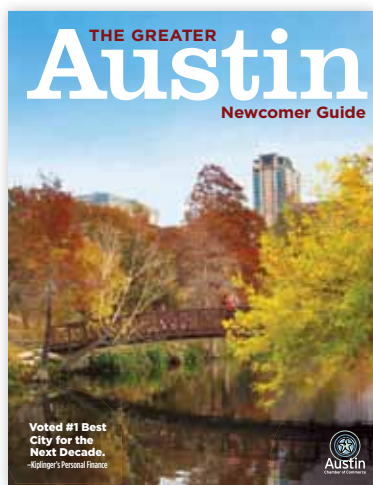
### AGENCY COMMISSION

15% of gross billing to recognized agencies. Not allowed after 60 days. Production services are not commissionable.

### DEADLINES

No changes or insertion orders will be accepted by TCMP after the closing date. If, by the materials deadline, TCMP has not received ad materials deemed acceptable for publication, TCMP may either repeat the advertiser's most recent published ad or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. TCMP reserves the right to refuse any advertising and shall not be liable for damages if for any reason it fails to publish an advertisement.

# Austin Chamber Business Profile



**Austin area Newcomers are moving in and ready to spend!** Appearing three times this year, these special sections are the perfect showcase for your area business. Make sure your business is one of the first places these newcomers see when they come to greater Austin.

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<b>47%</b> Housing and Communities	<b>22%</b> Realtor services
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## ONLINE & DIGITAL

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## AD SIZE

2.25" x 4.0" four-color formatted ads. Other ad size options also available.

## INVESTMENT

**\$360 net per ad (4-color)**

### MATERIALS REQUIRED

Ads will be produced by Texas Monthly. Advertiser should submit an image, 75 words of copy, logo, Web address, and phone number. Image should be 300 DPI, JPEG or TIFF formats, and about 2"x 2" square. Logo should also be 300 DPI, JPEG, TIFF, or EPS formats.

## DEADLINES

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AD CLOSE: **MARCH 5**

DELIVERY: **APRIL 20**

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AD CLOSE: **JUNE 5**

DELIVERY: **JULY 25**

### FALL 2012/WINTER 2013

AD CLOSE: **NOVEMBER 1**

DELIVERY: **DECEMBER 20**

## CONTACT

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rnusbaum@  
texasmonthly.com  
or 512-320-6915

# Austin Chamber Business Profile (Sample Page)



**Whole Foods Market**  
(512) 476-1206  
525 N. Lamar  
Austin, Texas  
wholefoods.com

This 80,000-square-foot flagship store for the natural/organic supermarket chain's world headquarters is both a showcase for the company's philosophy and one of the most entertaining supermarkets you'll ever visit. It's been a major tourist attraction since it opened in 2005. Enjoy a casual sit-down lunch, and the options are abundant, whether you're craving sushi, pizza, or seafood all inside the store. The store also has one of Austin's largest wine selections and a walk-in beer cooler. Ample free garage parking available.



**Stubb's BBQ**  
(512) 482-8422  
801 Red River  
Austin, Texas 78701  
stubbsoaustin.com

Stubb's legendary BBQ was born in the 1970's, Stubb's restaurant became the heart of an explosive music scene. Stubb's was ground zero for musicians like Joe Ely and Stevie Ray Vaughn. Other famous musicians who would "play for their supper" included Muddy Waters, John Lee Hooker, Willie Nelson, Johnny Cash, Robert Cray, George Thorogood, Clarence "Gatemouth" Brown, Linda Ronstadt and the Fabulous Thunderbirds. Restaurant is always filled with good friends, great music and plenty of Stubb's Legendary Bar-B-Q.



**Bob Bullock State Museum**  
(512) 936-8746  
1800 N. Congress  
Austin, Texas 78701  
thestoryoftexas.com

Telling the "Story of Texas" with three floors of interactive exhibits, the special effects show, the Star of Destiny, in the Texas Spirit Theatre, and IMAX Theatre. A 35-foot-tall bronze Lone Star sculpture greets visitors in front of the Museum, and a colorful terrazzo floor in the Museum's rotunda features a campfire scene with enduring themes from Texas' past. The Museum also has a Cafe with indoor and outdoor seating and a Museum Store with something for the Texan in everyone.



**Broken Spoke**  
(512) 442-6189  
3201 S. Lamar  
Austin, Texas 78704  
austintx.com

The Broken Spoke is Texas' most definitive dance hall. It's has a musical history that dates back to Bob Wills and The Texas Playboys. If you're ever in Austin, stop by for some traditional country music by some "real" country musicians. Surfing the menu at the Broken Spoke is like a trail ride in Texas. Our kitchen is open 11:00am 'til 10:30pm, Tue, Wed and Thu; and 11:30pm Friday and Saturday. From our famous Chicken Fried Steak which is a great value at \$8.25, to our famous hamburgers for \$3.25, you can't go wrong.



**Alamo Draffthouse Cinema**  
(512) 476-1320  
320 E. Sixth Street  
Austin, Texas 78701  
originalalamo.com

The Alamo Draffthouse Cinema is Austin's only independently owned and operated movie theater. We serve a full menu of dinner and drinks to your seat while you watch the movie. The theater is laid out like a traditional movie theater, except every other row of seats has been replaced with a long narrow table for your food and drinks.



**University Co-op**  
(800) 255-1896  
2246 Guadalupe  
Austin, TX 78705  
universitycoop.com

The University Co-op was founded in 1896 by Dr. William J. Battle. Dr. Battle organized support for creating a bookstore that was an association owned by students, faculty, and staff to furnish books, supplies, and clothing at discounted prices to its members.. All the after-rebate profit of the Co-op is used to support university-related projects and activities. Since 2000, The Co-op has given over 28 million dollars to UT in the form of gifts, grants and rebates.



**El Gallo Restaurant**  
512-444-2205  
2910 S Congress Ave  
Austin, TX 78704  
elgallorestaurant.com

Take a ride back in time when entering this border style restaurant that has been bringing authentic Mexican food to Austin for over 50 years. Low level Tejano music helps contain the atmosphere. The walls show off historically significant murals with warm, dark, colors and red Saltillo tiles truly bring the old world sense of decor into the 21st century. By being directly across the street from St. Edwards, this location has been a favorite of students and parents alike but patrons come from all over town.



**Guero's Taco Bar**  
(512) 447-7688  
1412 S Congress Ave  
Austin, Texas 78704  
guerostacobar.com

Guero's Taco Bar offers hand-shaken margaritas made in the original way with fresh-squeezed lime juice. Muy peligroso! Just about any Mexican beer you name can be served up icy cold. Our bar will remind you of the great old cantinas you have visited in Mexico. The staff at Guero's is friendly, kind of eclectic and dedicated to Guero's long term commitment to service. So sit back, enjoy and let us do what we do best.