

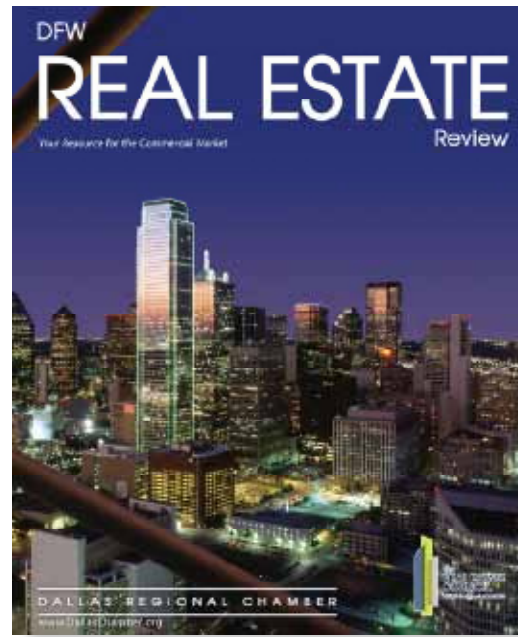
Official Publishers for the  
Dallas Regional Chamber

TexasMonthly | CUSTOM  
PUBLISHING  
tmcp.com

Your Resource for the Commercial Market

DFW  
REAL ESTATE  
Review

The Dallas Regional Chamber's Commercial Real Estate Guide will be redesigned and launched in August of 2012 as the **DFW Real Estate Review**. We welcome **The Real Estate Council** as partners in our new endeavor. The **DFW Real Estate Review** will be advertiser driven. Our coverage spans office, industrial, medical offices, data centers and retail. Charts and statistics directly from the Chamber will remain.



## CONTACT

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The Real Estate Council is pleased to announce a new partnership with the Dallas Regional Chamber and *Texas Monthly* Custom Publishing. The organizations are partnering to launch the **DFW Real Estate Review**: *Your Resource for the Commercial Market*, a new publication highlighting Dallas's commercial real estate market.

The **DFW Real Estate Review's** inaugural edition will be distributed in August 2012 to brokers, leasing agents, developers, site selectors, property managers, and others serving the Real

Estate industry. The advertiser-driven magazine will include fresh editorial content covering the office, industrial, medical, data center, and retail markets. Feature stories will touch on the newest projects in the Dallas-Fort Worth area, and include interviews with local industry experts on relocating businesses to the metroplex.

As a result of the partnership, a portion of the advertising revenue will benefit The Real Estate Council, The Real Estate Council Foundation and the Dallas Regional Chamber.

## EDITORIAL FEATURES IN DEVELOPMENT

- Underway: 10 New Projects Coming to DFW
- Market Watch: Focus on the Market, with a new market highlighted each issue
- Eco-Focus
- Q&A with a Lender regarding local economy and how to access capital for Commercial Real Estate
- Changing trends in the DFW relocation
- Site Selector Interview: Best Practices for Relocating Your Space
- Q&A: Dealing with Foreclosed Properties
- Lender Roundtable: different people weighing in on relevant Commercial Real Estate issues

## DISTRIBUTION

8,000 copies  
distributed annually to:

- Dallas Regional Chamber Economic Development Efforts
- Brokers/Developers/Owners
- Top 200 businesses including Fortune 500 companies that call the Metroplex home
- International Trade Recruitment and other development activities
- Company Recruitments/Relocations
- Any Business interested in the business climate (for the purpose of expanding/relocation/start-up)
- Property Management
- Tenant Representation
- Site Selectors
- The Real Estate Council members

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# ADVERTISING INFORMATION

## SPECIFICATIONS

Binding Method: Perfect Bound

## 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

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

## 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.

## ADVERTORIAL SPECS

Advertisers should supply the following materials for an advertorial page:

**IMAGE:** Advertiser should supply two images (see Image Specifications below). More than two images may be supplied, however the number or use of any images will be determined by design standards.

**IMAGE CAPTION:** Advertiser should supply an explanatory caption of no more than 12 words for each image.

**COMPANY LOGO:** See image specifications below.

**COPY:** Advertiser should complete and return the attached form and provide 300-350 words of copy for a full page.

**IMAGE SPECIFICATIONS:** Any digital image must be composite CMYK, high resolution (300 DPI), and must be at least 4 inches by 6 inches, in Macintosh-compatible TIF, or EPS format. Digital images may be submitted on compact disk or via email to [abrouillette@texasmonthly.com](mailto:abrouillette@texasmonthly.com). Emailed files should be no larger than 3 MB. Larger files may be uploaded to our FTP site. **Please do not send the same image(s) that will appear in your display 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

*If you prefer to upload a large file, go to:*  
[www.iBackup.com](http://www.iBackup.com)

**USERNAME:** txmopub

**PASSWORD:** txmopub1

*Choose folder:*

(Dallas Regional Chamber/  
DFW RE Review/New Ads)

After uploading the file, please email [abrouillette@texasmonthly.com](mailto:abrouillette@texasmonthly.com) with the file name and your contact information.

## QUESTIONS

For advertising information contact:

Allison Brouillette | Sales Resource Specialist  
Texas Monthly | Custom Publishing  
3232 McKinney Ave. #1110 LB40  
Dallas, TX 75204  
*direct-214-871-7740*  
*fax-214-871-7719*  
*cell-817-980-0712*  
[abrouillette@texasmonthly.com](mailto:abrouillette@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.

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