

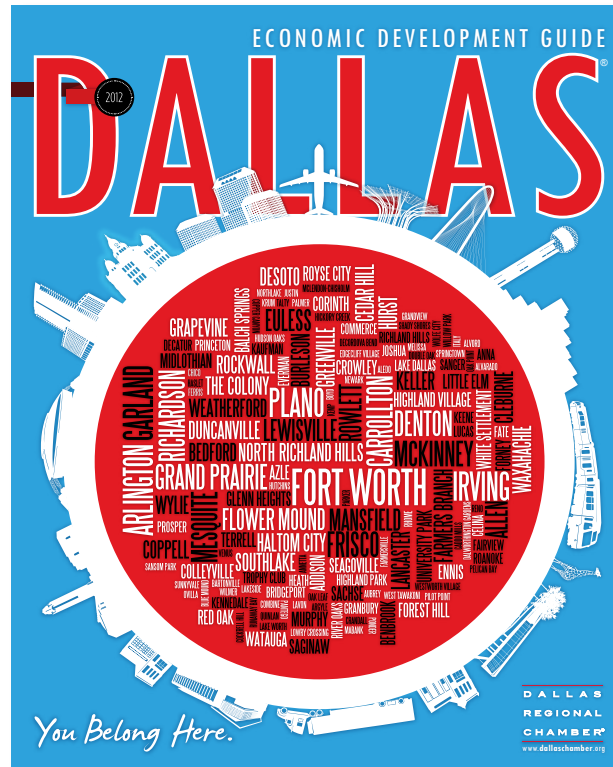
Official Publishers for the  
Dallas Regional Chamber

TexasMonthly | CUSTOM  
PUBLISHING  
tmcp.com

ECONOMIC DEVELOPMENT GUIDE

# DALLAS

As the region's premier business and leadership group, the Dallas Regional Chamber is the largest volunteer business organization in the Dallas region. Through our economic development activities we help business leaders, both in the United States and internationally, recognize our region as an attractive place to locate and expand their companies.



## DISTRIBUTION

8,000 copies of **The Dallas® Economic Development Guide** are distributed annually by the Dallas Regional Chamber to:

- ★ Key Decision Makers and Investors of National and International Companies
- ★ The DFW Marketing Team
- ★ The North Texas Area Economic Development Corporations & Chambers
- ★ Visiting Consulates and Delegations
- ★ All Chamber Members
- ★ Site Selectors

## STRATEGIC PARTNERS

The Dallas Regional Chamber and numerous economic development allies have assisted many new companies in moving to the DFW area, and have aided many more local businesses with significant expansions. Some of the new and expanding companies that utilize the Economic Development Guide include:

- Medical Diagnostics
- Whirlpool
- TruGreen
- Planet.com
- Arch Chemicals
- GKN Aerostructures North America
- United Natural Foods
- AT&T
- Cigna Corporation
- Deloitte
- Comerica
- Research In Motion North America
- Nestlé Waters North America
- Fluor Corporation

## CONTACT

Allison Brouillette  
abrouillette@texasmonthly.com  
or 214-871-7740

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## 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

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

1/6 page (vertical) 2 5/16 x 4 5/8

1/6 page (horizontal) 4 7/8 x 2 1/4

## 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 preferred. We may not be able to accept Windows or non-standard file formats.

## IMAGES AND CMYK

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.

## WHERE TO SEND

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

## VIA WEB UPLOAD:

If you need to upload a large file:

www.iBackup.com  
username: txmopub  
password: txmopub1

Choose folder (Dallas Regional Chamber/  
Economic Development 2012 /New Ads)

If you upload the file-just cc  
abrouillette@texasmonthly.com

## QUESTIONS

For advertising information contact: Allison Brouillette at 214-871-7740 or abrouillette@texasmonthly.com

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

## AGENCY COMMISSIONS

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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