

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

THE OUTDOOR TEXAN'S INDISPENSABLE GUIDE | 2012-2013

TEXAS PARKS AND WILDLIFE

OUTDOOR ANNUAL

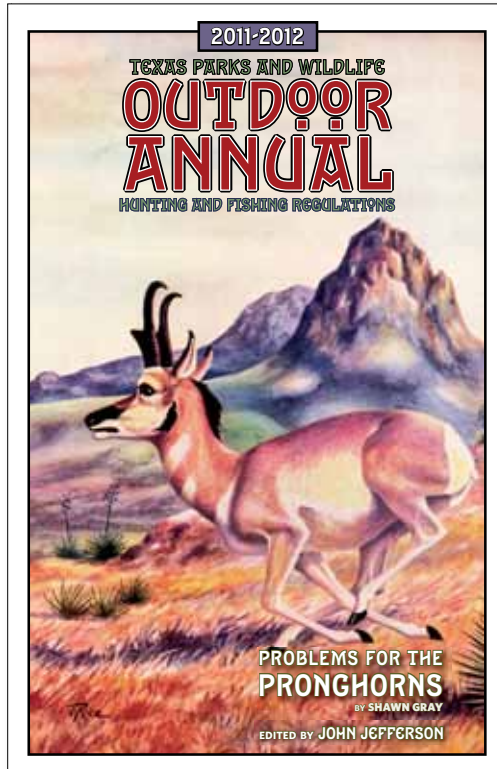
HUNTING AND FISHING REGULATIONS

Every year millions of Texans purchase their annual hunting and fishing licenses, pack up their gear, and head out into the vast and varied playgrounds of the great Texas outdoors. Along with a new license, they each receive the Texas Parks and Wildlife Outdoor Annual.

This colorful guide contains the official rules and regulations for hunting and fishing in Texas, including bag limits, timing of seasons, size limits, and other need-to-know regulations.

The Outdoor Annual also contains interesting articles on Texas wildlife and outdoor sport. Its digest size makes it easy to tuck inside a gun case or tackle box to keep as a handy reference tool for the entire season.

This year, a digital version of the annual is available at txoutdoorannual.com, as well as via a link from the Texas Parks and Wildlife Department web site which receives over four million page views every year.



ADVERTISING RATES

FOUR COLOR	IX
Full page	\$49,600
1/2 page	\$14,725
1/4 page	\$7,360

RESOURCE DIRECTORY

1/8 page	\$3,825
----------	---------

DISTRIBUTION

Starting in August 2012, 2.8 million copies of the 2012-2013 Outdoor Annual will be distributed at the more than 2,000 retail locations where licenses are sold in Texas.

PRODUCTION SPECS

Go online 24/7 for complete details on ad sizes and material requirements at tmcp.com/publications

DEADLINES (2012)

Advertising
Reservation deadline:
May 20, 2012

Materials deadline:
June 10, 2012

CONTACT

David Dunham
Publisher
ddunham@texasmonthly.com
or 512-320-6925

PREVIOUS ADVERTISERS

Academy Sports and Outdoors, Activision, Ambush Firearms, Arctic Cat, B&B Taxidermy, Bass Pro Shops Outdoor World, Beretta, Bombardier, Briley, Cabela's, Camoclad, Capital Farm Credit, Chevy, Chippewa Boots, Corpus Christi, Dallas Safari Club, Dick's Sporting Goods, Dodge Trucks, ELCAN Optics, Evinrude, Excalibur Crossbow, EZ-Go, Farmers Mutual, First AG Credit, Gander Mountain, Geico, Germania, Goodyear Tires, Henry Repeating Arms, Hub Solutions Inc., Hummingbird, Hunters for the Hungry, Kawasaki, Laredo CVB, Midway Food Market, Pennzoil, Pentax, Picoso Ranch, Polaris, Port Aransas CVB, Progressive, R-P Outdoors, Rancho Caracol, Ranger Boats, Redwood, Roland Safe, Ruger, Silver Creek, Smart Built Homes, Southwest Texas ACA, SpinCast, Sportsman's Warehouse, Suzuki, SWFA, Texas Parks & Wildlife, The National Rifle Association, The Outdoor Channel, Trijicon, Wal-Mart, Warn, West Texas Boy's Ranch, West Texas Feeder Supply, Whataburger, Whitetail Classic, Wilderness Editions, Wrangler, and Yamaha.

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

THE OUTDOOR TEXAN'S INDISPENSABLE GUIDE | 2012-2013

TEXAS PARKS AND WILDLIFE

OUTDOOR ANNUAL

HUNTING AND FISHING REGULATIONS

COMMISSIONS

15% of gross billings to advertising agencies.
No commission on production charges.
Commissions not allowed on billings more than 90 days past due.

CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by the Publisher after the closing date. If, by the materials deadline, the Publisher has not received copy deemed acceptable for publication, the Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The Publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason we fail to publish an advertisement.

SPECIFICATIONS

Printing Process:
Heat-set web offset

Binding Method:
Saddle-stitched publication

1/2 pg Horizontal Bleed:
BLEED: 5.5625" wide x 4.125" high
TRIM: 5.3125" x 4"
SAFETY: 4.8125" x 3.5"

1/2 pg Horizontal Non Bleed: 4.8125" wide x 3.75" high

1/4 pg Vertical:
2.25" wide x 3.75" high
(no bleed version of this size, vertical orientation only)

Full-page Trim Size:
5 5/16" wide x 8 3/16" high

2 Page Spread Trim Size:
10 5/8" wide x 8 3/16" high
Live matter must be kept 1/4" from trim.

Add an additional 1/8" bleed image past trim for bleed.

FILE FORMAT

Print-ready PDFs are preferred; also acceptable are Quark XPress, 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

Images must be CMYK, 300 dots per inch, EPS format. All spot/PMS colors must be converted to CMYK by the advertiser. If not, the publisher will do so and bear no responsibility for color shifts. Do not exceed density of 300% of all four colors in any area.

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. Although we prefer materials on a disk and with a proof, you may send files via FTP, web upload, or e-mail. All files must be stuffed or zipped to a single compressed file before sending. The file's name MUST include the advertiser's name.

Extremely important: After a file has been uploaded, you must send an e-mail to ads@texasmonthly.com that includes the name of the file and the advertiser, the publication (with date) that the ad is for, and contact information for production-related questions. Ad materials will not be returned unless requested.

WHERE TO SEND

Via trackable overnight delivery:
TEXAS MONTHLY CUSTOM PUBLISHING
Attention: Ad Trafficking/OA
816 Congress, Suite 1700
Austin, TX 78701
512.320.6991

Via E-mail (25MB attachment limit):
ads@texasmonthly.com

If your e-mail bounces back, please use another method.

Via web upload through your browser:

1. Using your web browser, go to www.texasmonthly.com/custompub
2. Fill out all fields of the form, read the advertiser agreement regarding SWOP proofs, and click SUBMIT.
3. You will be redirected to iBackup. Log in: Username: txmopub Password: txmopub1
4. Click on "upload" and post your file directly. (File name MUST match the file name you submitted in the form.) You do not need to place the file inside a folder.

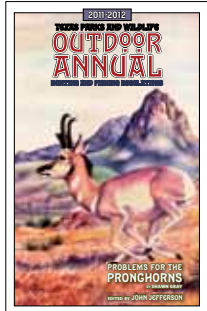
The form you submitted will go directly to the Production Traffic Coordinator's attention, and your file will be downloaded within three days. You will receive email verification of the download.

PROOFS

Please submit a proof from a SWOP-certified proofing device for color ads. If you do not send a proof, we will bear no responsibility for errors in ad reproduction. Color-critical ads must be accompanied by a SWOP-certified proof or will be printed to standard densities. We do not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail you a confirming screenshot JPEG or PDF.

QUESTIONS

For technical questions regarding your ad and additional information regarding materials, contact:
Production
512.320.6991
ads@texasmonthly.com



For as little as \$8.90 per day, the Texas Outdoor Annual's Resource Directory is the perfect place to reach 2.8 million avid hunters and anglers who will be looking to find the latest trends in hunting and fishing equipment including outfitters and guides, processors and taxidermist, buggies & boats and so much more.

DISTRIBUTION

Starting in August 2012, 2.8 million copies of the 2012-2013 Outdoor Annual will be distributed at the more than 2,000 retail locations where licenses are sold in Texas.

PRODUCTION SPECS

30 words plus logo or photo.

DEADLINES/ RATES

Advertising Reservation
deadline: **May 20, 2012**

Materials deadline: **June 10, 2012**

Rate: **\$3,825**

CONTACT

Kristin Belt
kbelt@texasmonthly.com
or 512-320-6924

Your ad here.
Specs: 2-13/32" x 1-15/16" D