

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

THE ALL-IN-ONE GUIDE TO TEXAS

TEXAS

TOUR & MEETING GUIDE



It's like a whole other country.

This comprehensive guide is designed to assist travel-trade professionals in planning meetings, tours, and packages in the state of Texas. Magazine-sized and loaded with beautiful photography, the guide features region-by-region city profiles, suggested itineraries, and key travel information. This is the travel industry sourcebook your customers will turn to time after time!

TARGETED MARKETS

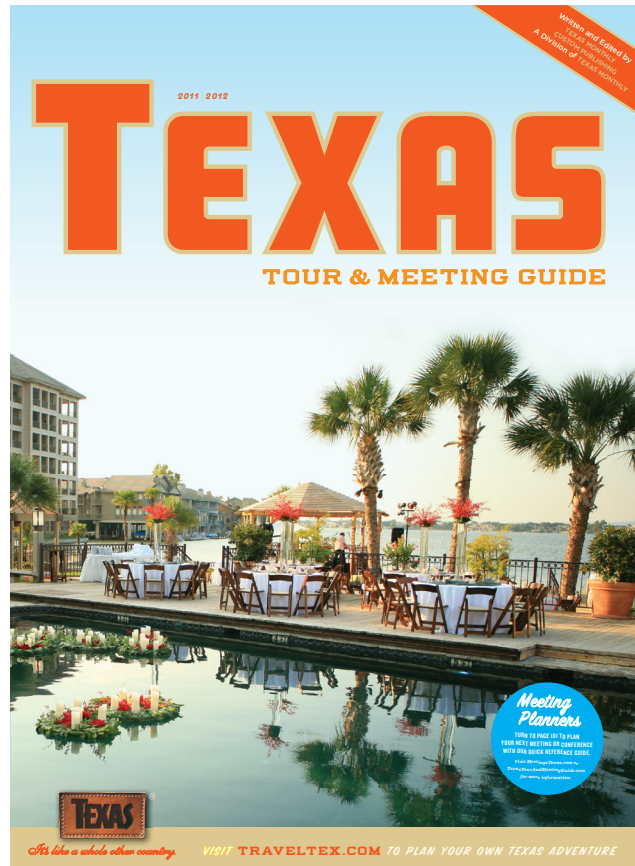
The 2012-2013 *Texas Tour and Meeting Guide* will be mailed in August 2012 to a targeted nationwide list of travel professionals with a history of doing business in Texas.

Made up of meeting planners and tour operators, this list of 40,000 names was distilled from the extensive travel-trade client lists of convention and visitor's bureaus, attractions and hotels, and key associations from around Texas.

An additional 5,000 guides will be distributed by the Office of the Governor, Economic Development and Tourism, at travel trade shows throughout the country and in mailings to members of the travel trade who inquire about information. Also, 5,000 digital versions of the guide will be emailed to a targeted list of meeting planners.

This year, 30,000 copies will also be sent to TEXAS MONTHLY subscribers and an additional 15,000 copies will be distributed through select newsstands across the country. Advertisers in the *Texas Tour and Meeting Guide* will also receive names and addresses from the reader response card.

Advertisers can add their company's clients to the list of those who will receive this invaluable publication. This benefit turns your ad into a cost-effective direct-mail piece.



DISTRIBUTION

- 40,000 Nationwide mailing to the travel industry
- 5,000 Travel-trade shows
- 5,000 Digital versions emailed to targeted meeting planners
- 30,000 TEXAS MONTHLY subscribers
- 15,000 National newsstands
- 95,000 Total distribution

PRODUCTION SPECS

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

DEADLINES (2012)

ISSUE	RESERVE SPACE	MATERIALS DUE
2012	5/18	6/15

CONTACT

For information, contact your *Texas Monthly* representative or Publisher
David Dunham:
512.320.6925
ddunham@texasmonthly.com

ADVERTISING RATES

	4-COLOR	BLACK & WHITE	COVERS
Full	\$16,740	\$11,950	2nd Cover \$20,065
2/3	\$12,860	\$9,170	3rd Cover \$19,235
1/2	\$10,100	\$7,310	4th Cover \$21,735
1/3	\$6,990	\$4,995	

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Please refer to TEXAS MONTHLY's rate card for Contract Regulations and General Advertising Information. The terms listed there are incorporated by reference into this rate card. All terms and conditions stated under the heading TEXAS MONTHLY in the current issue of "Consumer Magazine Rates and Data," published by Standard Rate and Data Service, Inc., are incorporated by reference into this rate card.

SPECIAL RATES

Hotel Discounts: Hotels are eligible for a special discount of 20 percent. Discount for Texas Monthly Advertisers: 10 percent discount on advertising in the 2012-2013 *Texas Tour and Meeting Guide* for any current three-time Texas Monthly advertiser on contract as of, or after, TEXAS MONTHLY's January 2011 issue. Multiple-Page Discounts: Advertisers using three or more full pages are entitled to a discount of 10 percent or more, depending on the number of pages. Pages must run consecutively and in the same issue, and may be any color combination of black and white or 4-color. Bleed: Available for spreads, full, and 2/3, 1/2 horizontal, and 1/3 vertical pages. Inserts: Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices available on request.

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 a 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: Perfect bound
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Binding Method: Perfect bound
Live matter must be kept 1/4" from trim.
Add an additional 1/8" bleed image past trim for full-page bleed ads.

FILE FORMAT

Print-ready PDFs are preferred; also acceptable are InDesign, QuarkXPress, 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 or alter Windows or non-standard file formats. Images, CMYK and EPS Format Images must be CMYK and 300 dots per inch at final placed size. 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 FOR DISPLAY ADS

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 a proof, you may send files via e-mail or Web upload. All files must be stuffed or zipped to a single compressed file before sending. The file's name MUST include the advertiser's name and publication name. Ad materials will not be returned unless requested.

WHERE TO SEND

Via trackable overnight delivery:
TEXAS MONTHLY
Attention: Ad Trafficking/TSEFG
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:
Visit texasmonthly.com/upload for electronic

submission. Acceptable hard-copy proofs must be sent for all electronic submitted ads.

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.

PROBLEMS

If we encounter a minor problem with your ad, we will attempt to fix it and inform you of this at our discretion. If we cannot fix it, we will ask you to correct the problem and submit a revised file on disk via overnight delivery or via electronic means, assuming our deadline permits it.

QUESTIONS

For advertising information, contact your TEXAS MONTHLY account manager or David Dunham at 512-320-6925.

For technical questions regarding your ad and additional information regarding materials, contact Production at 512-320-6991 or ads@texasmonthly.com.

AD SIZE DIMENSIONS

NON-BLEED:	W X D
One page	6.9 x 9.8
2/3 page (2 columns)	4.5 x 9.8
Half page (vertical)	4.5 x 7.4
Half page (horizontal)	6.9 x 4.875
1/3 page (1 column)	2.2 x 9.8
1/3 page (horizontal)	4.5 x 4.875
BLEED:	W X D
1/3 page vertical	2.8 x 11.125
Trimmed size	2.8 x 10.875
1/2 page horiz.	8.25 x 5.5
Trimmed size	8 x 5.25
2/3 page	5.2 x 11.125
Trimmed size	5 x 10.875
One page	8.25 x 11.125
Trimmed size	8 x 10.875
Two-page spread	16.25 x 11.125
Trimmed size	16.25 x 10.875

KEEP LIVE MATTER 1/4" FROM TRIM EDGE TOP, BOTTOM, AND SIDES