

excellence in publishing

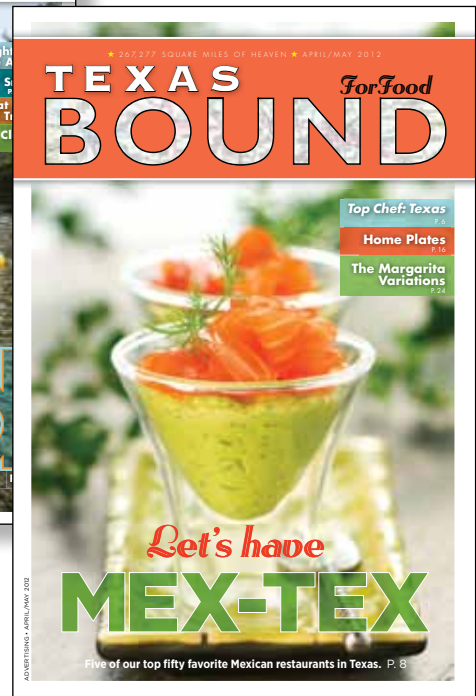
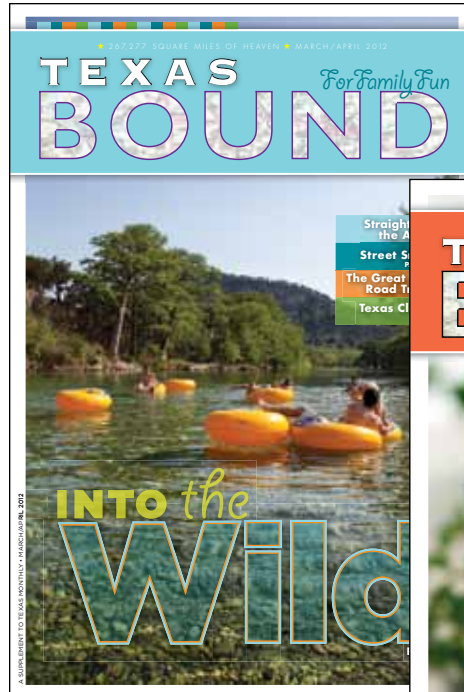
TexasMonthly | CUSTOM PUBLISHING
tmcp.com

2013 TEXAS BOUND

Whether it's families in search of fun or tourists exploring Texas cuisine—we've got your travel-to-Texas market covered!

Texas Bound is a lively, 32-page, digest-sized magazine that showcases Texas travel destinations in a unique way. With a mix of classic Texas Monthly stories, new travel features, and lots of gorgeous photography, Texas Bound provides readers with a keep-it-handly idea book for traveling across Texas. And with two separate editions, each focusing on a particular topic (February/Texas Bound for Family Fun inserted into Country Living Magazine and Texas Monthly, and March/Texas Bound for Food inserted into Food Network Magazine and Texas Monthly), Texas Bound offers your travel business a great opportunity to reach a diverse travel population.

Texas Bound is produced in cooperation with the Office of the Governor, Economic Development and Tourism. As an official part of their Tourism Partners Co-Op Plan, a limited number of advertising pages are reserved for participating members. Partners who have advertised in past editions include the South Padre Island CVB, the Austin CVB, the Fredericksburg CVB, the New Braunfels CVB, the San Antonio CVB, the Corpus Christi CVB, La Quinta Hotels, the Texas Commission on the Arts, and the Texas Historical Commission.



ADVERTISING RATES

GROSS RATES FOR FOUR-COLOR ADS

1/3 page*	\$4,995
Full page	\$17,870
Cover II	\$19,475
Cover III	\$18,670
Cover IV	\$21,100

*1/3 page ads will be formatted and include production, based on client supplying 100 words of copy, high-resolution image, and high-resolution logo.

MARCH/APRIL SPACE
AND MATERIALS CLOSE
NOVEMBER 16, 2012

APRIL/MAY SPACE
AND MATERIALS CLOSE
DECEMBER 14, 2012

DISTRIBUTION

MARCH/APRIL: FAMILY FUN

200,000 included in the April 2012 issue of Family Circle Magazine (targeted to subscribers in key origin-of-visitors-to-Texas markets)
200,000 polybagged in the March 2012 issue of Texas Monthly

TOTAL CIRCULATION 400,000

APRIL/MAY: FOOD

200,000 included in the May 2012 issue of Family Circle Magazine (targeted to subscribers in key origin-of-visitors-to-Texas markets)
200,000 polybagged in the April 2012 issue of Texas Monthly

TOTAL CIRCULATION 400,000

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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
Trim Size: 6 1/2" wide X 9 3/4" tall
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, 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. 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
Texas Bound
816 Congress, Suite 1700
Austin, TX 78701
(512) 320-6991

Via e-mail (25MB attachment limit):

ads@texasmonthly.com

Via web upload:

Using your web browser, go to www.texasmonthly.com/custompub. Fill out all fields of the form, read the advertiser agreement regarding SWOP proofs, and click "submit." You will then be redirected to www.ibackup.com, where

you should log on with username "txmopub" and password "txmopub1". Click "upload" and post your file with the same file name as previously 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. Your file will be downloaded within three days, and you will receive email verification of this.

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
or ads@texasmonthly.com.

FOR ADVERTISING INFORMATION

Contact your Texas Monthly Advertising Representative or David Dunham at (512) 320-6925 or ddunham@texasmonthly.com.