

# LONE STARS SHINING

## THE 100 BEST

### COMPANIES TO WORK FOR IN TEXAS



#### ABOUT THE BEST COMPANIES PROGRAM

Best Companies Group, an independent workplace research firm managing “Best Places to Work” programs across the country and internationally, invited Texas companies to learn how they rank in employee engagement and unique company benefits. Companies who opted to participate were assessed and ranked based on the results of a survey of their company policies and procedures along with an in-depth employee engagement and satisfaction questionnaire.

This is the ninth annual Texas list undertaken by Best Companies Group and their community partners, the Texas Association of Business and the Society for Human Resource Management–Texas State Council.

Inclusion on the list brings not only bragging rights, but also can be a vital recruiting and employee retention tool.

#### AN IDEAL OPPORTUNITY TO REACH THE TEXAS BUSINESS COMMUNITY!

With a readership of more than 2.6 million, *Texas Monthly* is the most respected publication in the state and the best place to reach decision makers. You can be sure key members of the Texas business community will be scrutinizing the list of winners.

**T**he 100 Best Companies to Work for in Texas was designed to identify and recognize Texas’ best employers who strive to create and build better workplaces for their employees.

The list of The 100 Best Companies to Work for in Texas—and how they rank—will be unveiled in a special magazine to be released in March with a list of the winners appearing in the May 2018 issue of *Texas Monthly*. The winners will be honored at the Best Companies to Work for in Texas Awards Night in March 2018. The gala will be hosted by the Texas Association of Business, the Society for Human Resource Management–Texas State Council, and *Texas Monthly*.

#### ADVERTISING RATES (NET)

	BEST COMPANIES	TEXAS MONTHLY
Cover 2 <small>(INSIDE FRONT COVER)</small>	\$4,650	N/A
Cover 3 <small>(INSIDE BACK COVER)</small>	\$4,405	N/A
Cover 4 <small>(BACK COVER)</small>	\$4,800	N/A
Full page <small>INDEPENDENT MAGAZINE ONLY (INCLUDES AN ADDITIONAL FULL PAGE PROFILE)</small>	\$4,290	\$11,635
1/2 page	\$2,090	\$7,300
1/4 page	\$1,320	\$4,615

The above *Texas Monthly* rates are discounted and only available to advertisers who purchase an ad in *Best Companies*.

#### FOR ADVERTISING INFORMATION CONTACT:

**Ryan Stone**  
rstoneswc@gmail.com  
or 512-743-3595

#### DISTRIBUTION

Distribution of 13,000 total copies

- 7,500 polybagged with *Texas Monthly* magazine and mailed to targeted subscribers
- Sent to top colleges in Texas for recruiting efforts
- To select members of SHRM, the Society for Human Resource Management
- To select members of the Texas Association of Business
- 100 to each advertiser for their promotional efforts
- Recognition in TAB Social Media including Facebook and Twitter generating over 40,000 annual impressions.

#### PRODUCTION SPECS

Go online 24/7 for complete details on ad sizes and material requirements at [tmcp.com/publications](http://tmcp.com/publications)

#### DEADLINES: 2018

Reserve Space	1/26
Materials Due	2/9

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#### AD SIZE DIMENSION

##### DISPLAY

**Full-page** (bleed)

Bleed: 8 3/8" x 10 3/4" (8.375" x 10.75")

Trim: 8 1/8" x 10 1/2" (8.125" x 10.5")

Safety: 7 5/8" x 10" (7.625" x 10")

**Half-page** (non-bleed)

7 3/4" x 5 1/8" (7.75" x 5.125")

**Quarter-page** (non-bleed)

3 3/4" x 5 1/8" (3.75" x 5.125")

#### 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

#### 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 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 FORMATTED ADS

Images should be at least 3.25" horizontal by 2.75" vertical (for a quarter-page) at 300 dpi. If cropping is necessary in order for the image to fit the format, TMCP will crop using its best judgment unless cropping instructions are provided by the advertiser. To maintain a consistency of style and reduce advertising costs, TMCP will format all text and lay out all ads according to a pre-established format. We regret that we cannot accept requests to modify this format. If more words than the required number are submitted, TMCP will use its best judgment in cutting copy to fit the space allowed. Logos will be sized to fit. Be sure to supply the correct materials and clear instructions, if necessary. Screenshot proofs available on request only. Please contact your sales representative if you have any questions about materials.

#### UPLOADING YOUR MATERIALS

##### **Please visit:**

[www.upload.texasmonthly.com](http://www.upload.texasmonthly.com)

to upload creative.

Be sure to select "Lone Stars Shining" from the drop-down menu before submitting.

#### SENDING YOUR MATERIALS

You may send files via FTP, Web upload, or e-mail. 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. The file's name MUST include the advertiser's name and publication name.

#### WHERE TO SEND

##### **Via trackable overnight delivery:**

TEXAS MONTHLY

Attention: Ad Trafficking/

Lone Stars Shining

816 Congress, Suite 1700

Austin, TX 78701

512-320-6991

##### **Via E-mail** (7MB attachment limit):

[ads@texasmonthly.com](mailto:ads@texasmonthly.com)

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

#### PROOFS

If you do not send a proof of any kind, we will bear no responsibility for errors in ad reproduction. Proofs from a SWOP-certified proofing device for color ads will be matched on press; otherwise, the ad will be printed to standard densities. Laser prints and non-SWOP color proofs will be used for content only. 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, assuming our deadline permits it.

#### QUESTIONS

For advertising information, contact:

##### **Ryan Stone**

[rstoneswc@gmail.com](mailto:rstoneswc@gmail.com)

For technical questions regarding your ad and additional information regarding materials contact:

##### **Production**

[ads@texasmonthly.com](mailto:ads@texasmonthly.com)

or 512-320-6991

*Excellence in Publishing*