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GREATER HOUSTON CONVENTION & VISITORS BUREAU

MEETING PLANNERS GUIDE 2018

RATE CARD

HOUSTON

2017
MEETING PLANNERS GUIDE
OFFICIAL PUBLICATION OF VISIT HOUSTON



The Greater Houston Convention & Visitors Bureau (GHCVB) Meeting Planners Guide is the only officially recognized meeting planners guide for the city of Houston. The *Houston Meeting Planners Guide* serves as a comprehensive reference for meeting professionals who are booking their event in Houston. It features easy-to-navigate sections that include:

- About Houston
- Convention & Meeting Facilities
- Hotels
- Venues, Banquets & Catering
- Transportation
- Convention Services

TARGETED DISTRIBUTION

- Mailed to targeted sales account list
- Sent with Houston bids to prospective clients
- Distributed at tradeshow
- Sent to local, regional and national meeting planner organizations
- Provided to organizations that have booked Houston for meetings and conventions
- Digital version on the Visit Houston web site at www.VisitHouston.com

1,500
Printed copies
5,500
Digital copies
7,000
Total copies

DISPLAY ADVERTISING

Display Advertisers Receive:

- Prime exposure to event decision makers
- A complimentary directory listing that includes a 50-word description and full contact information

Special advertising packages are available for Convention & Meeting Facilities; Hotels; and Venues, Banquets & Catering. Contact your Texas Monthly Advertising Representative for more information.

CLOSING DATES:

(space reservation deadline)
2018 Ad close: November 30, 2017
Materials Due: December 13, 2017

CONTACT:

For more information
kburke@texasmonthly.com
or 713-871-1643

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DISPLAY ADVERTISING RATES

Table with 3 columns: FOUR COLOR, MEMBER*, NON-MEMBER. Rows include Full page, 2/3 page, 1/2 page, 1/3 page, 1/6 page.

COVERS

Table with 3 columns: (4-COLOR BLEED), MEMBER*, NON-MEMBER. Rows include Cover II, Cover III, Cover IV.

Rate and Advertising Policies:

Black plus one additional color: \$450
Bleed: No charge.
Preferred Position: Add 20% to all space units.

Credit: Advertisers and/or agencies are required to submit credit applications (without approved credit, payment must accompany all copy). Full payment is due within 30 days of invoice date.

Dual Buy Discount: 5%

*Must be a member in good standing with the Convention & Visitors Bureau. Advertiser may earn an additional 5% discount off Meeting Planners Guide rates by purchasing a minimum of 1/8th page in each issue of the Visitors Guide pre-press

Material Specifications: Advertising should be submitted in digital format. All images and elements should be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.

Document Size: 8.875" x 11.25" Includes

AD SIZE DIMENSIONS

Table with 3 columns: AD SIZE, WIDTH, DEPTH. Rows include 2-Page Spread, Full Page Bleed, Trim Size, Live Matter, 2/3 Page, 1/2 Page Vertical, 1/2 Page Horizontal, 1/3 Page Vertical, 1/3 Page Square, 1/6 Page Vertical, 1/6 Page Horizontal, 1/12 Page Square.

3/16" bleed on all sides
Trim Size: 8.5" x 10.875"
Live Matter: 7.375" x 10.375"
Live matter should not fall closer than 9/16" on left and right side of page; 1/4" top and bottom.

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 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/
Houston Meeting Planners Guide

816 Congress, Suite 1700
Austin, TX 78701

Via E-mail (25MB attachment limit): ads@texasmonthly.com
Via Web upload through your browser: Visit texasmonthly.com/upload-ad for electronic submission.

