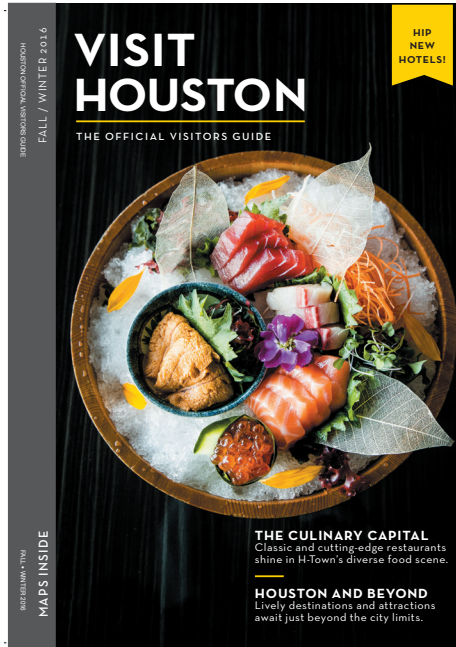


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GREATER HOUSTON CONVENTION & VISITORS BUREAU

# OFFICIAL VISITORS GUIDE 2017-2018 RATE CARD



For over 35 years, the *Houston Official Visitors Guide* has been the most powerful and respected advertising vehicle available to increase your business to the valuable travel and tourism market. Published semi-annually, the Guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Greater Houston Convention & Visitors Bureau, it is the only *official* primary fulfillment publication to promote Houston as a premier travel destination. The *Houston Official Visitors Guide* is a convenient resource for travelers and residents and includes:

- Pull-out Maps
- Dining & Nightlife
- Houston Directory Listings
- Visitors Tips
- Accommodations
- Sports
- Art & Culture
- Event Calendars
- Relocation
- Attractions
- Transportation & Airport Information
- Beyond Houston
- Shopping

## HOUSTON VISITORS

Promote your business to the Visitor Market

- State statistics report that Houston visitors spent \$15.5 million last year, up 11% from the previous year.
- The Greater Houston area welcomed 13.5 million visitors in 2012, an increase of 5% over 2011.
- Leisure travelers make up more than two-thirds of all Houston travel (69%), most of whom spend the night (83%) and represent the group that advertising can most encourage to stay longer and visit more attractions.

### Shopping:

- Research shows that Houston leisure visitors feel that quality is worth the extra money and are prepared to visit places that offer something really original.
- More than a third of Houston's leisure visitors travel with children and most arrive in pairs.

### Events, Attractions and the Arts:

- Houston ranks among the preferred destinations when looking for exciting urban activities; receiving high marks on variety of dining options, lots to see and do and cultural/performing arts.

### Hotels:

- Travelers spent \$7.8 million on hotel or motel accommodations in 2012, according to state statistics.
- State statistics show that Houston is one of the top Texas cities frequented by leisure and business travelers.

Sources: *The Economic Impact of Travel on Texas, June 2013; TNS TravelsAmerica, August 2013*

## TARGETED DISTRIBUTION

200,000 copies

The *Houston Official Visitors Guide* offers both pre-destination and in-market distribution, delivering your message to the vast and varied Houston Visitor Market.

- Houston Area Hotels
- Mailed by the GHCVB staff for all visitor inquiries coming to Houston
- Exclusive distribution at the Bush Intercontinental and Hobby Airports
- Convention Delegate availability at the George R. Brown and Reliant Park Complex
- Available at Houston Area Official Visitors Centers and Concierge desks including Visitor Kiosk within the Galleria
- Available in 12 State Welcome Centers at major points of entry

- Texas Medical Center Hospital's patient services and concierge desks
- Relocation distribution reaching the newcomer to Houston
- Requested by many major Houston corporations

### ONLINE ADVERTISING AVAILABLE:

VisitHouston.com is the official visitors site for Houston. GHCVB members receive a 15% discount off the open rate. Ask about our bundling options.

## CLOSING DATES

Spring/Summer: (March 2017-August 2017)  
Space reservation deadline: January 13, 2017  
Materials Due: January 20, 2017

Fall/Winter: (September 2017-February 2018)  
Space reservation deadline: July 14, 2017  
Materials due: July 21, 2017

## CONTACT

Karen Burke, Sales Resource Manager  
kburke@texasmonthly.com or 713-871-1643

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## TESTIMONIALS

"The *Houston Official Visitors Guide* houses a vast body of information presented in a coherent, concise matter. I particularly enjoy the map sections in the magazine: they are practical and help guests of Houston find their way around our city easily. The *Houston Official Visitors Guide* is interesting, literate and culturally relevant for our city's visitors."

- *Concierge, Hilton America's Hotel*

"There is no doubt about it, the *Houston Official Visitors Guide* gets results! When you want to know what's going on in Houston and when it's going on, the *Houston Official Visitors Guide* gets the job done."

- *Trader's Village*

"If you want to drive visitor traffic to your business, then the *Houston Official Visitors Guide* and *GuestLife Houston* are great additions to your marketing plan. We have been advertising Landry's Restaurants and attractions in both publications for many years and we feel it has been an integral part of our successful visitor marketing program."

- *Vice President of Marketing, Landry's Restaurant Group*

## ADVERTISING RATES

Add \$465 for non-GHCVB member

FOUR COLOR	2X	1X
Full page	\$7,665	\$8,340
1/2 page	\$5,140	\$5,590
1/4 page	\$3,080	\$3,420
1/8 page	\$2,295	\$2,550
Premium Listing		\$720
Cover 2		\$9,090
Cover 3		\$8,725
Cover 4		\$9,090

### Added Value:

- Display advertisers will receive a **FREE** Premium Listing (\$720 value)
- An electronic version of the Guide with links to your ad is available on [www.VisitHouston.com](http://www.VisitHouston.com)

Credit: Advertisers and/or agencies are required to submit credit applications (without approved credit, payment must accompany all copy). Full payment is due within 90 days of invoice date.

## PREMIUM LISTINGS

Highlight your business and stand out from the crowd through the purchase of a Premium Listing.

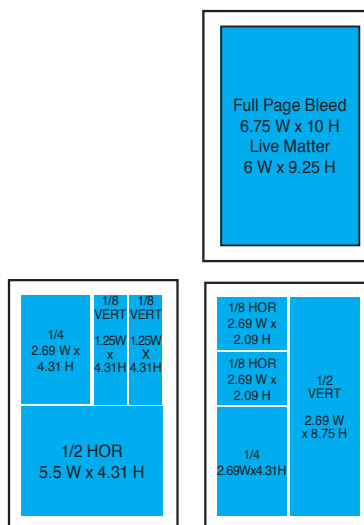
For only \$720 for 6 months you will receive a descriptive enhanced listing with your photo or logo, full contact information, and up to 45 words of copy.

These premium listings will appear at the beginning of each listing category.

Display advertisers will receive a Premium Listing for **FREE**.

## AD SIZE DIMENSIONS

AD SIZE	WIDTH	DEPTH
Full Page Bleed	6.75"	10"
Trim Size	6.50"	9.75"
Live Matter	6"	9.25"
1/2 Page Vertical	2.69"	8.75"
1/2 Page Horizontal	5.5"	4.31"
1/4 Page	2.69"	4.31"
1/8 Page Vertical	1.25"	4.31"
1/8 Page Horizontal	2.69"	2.09"



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

Document Size: 6.75" x 10" Includes 1/8" bleed on all sides

Trim Size: 6.5" x 9.75"

Live Matter: 6" x 9.25"

Live matter should not fall closer than 1/4" to trim.

Data Formats: PDFx1A files only.

For match and metallic ink, consult publisher. Bleed: No charge. Preferred Position: Add 10% to all space units.

## WHAT TO SEND

Files via FTP, web upload, or e-mail (see below).

Via e-mail (7MB attachment limit):

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

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

Via web upload through your browser:

Visit [texasmonthly.com/upload](http://texasmonthly.com/upload) for electronic submission. Acceptable hard-copy proofs must be sent for all electronically submitted 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. All files must be stuffed or zipped to a single compressed file before sending. The file's name **MUST** include the advertiser's name.

## WHERE TO SEND

Via trackable overnight delivery:

TEXAS MONTHLY

Attention: Ad Trafficking/

Houston Visitor's Guide

816 Congress, Suite 1700

Austin, TX 78701

512-320-6991

Via E-mail (25MB attachment limit):

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

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