

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING



H-E-B
TexasLife
savings and fresh ideas

My H-E-B Texas Life® magazine provides fresh ideas and simple, everyday solutions for H-E-B customers. Each issue offers health, wellness, fitness and entertaining tips, product highlights, recipes for quick and healthy meals, and informative articles from every department at H-E-B, from Produce to Pharmacy! All of this wrapped in a beautiful, four-color magazine readers will refer to time and again.



NET ADVERTISING RATES

	1x	3x	6x
Full Page	\$12,930	\$11,630	\$10,995
Half Page	\$6,465		
Cover 2	\$14,775		
Cover 3	\$14,775		
Cover 4	\$15,300		

All ads are four color. Rates and circulation are subject to change.

2017 ADVERTISING RESERVATION DEADLINES

ISSUE	AD SPACE	ARTWORK	AD MATERIALS	IN-STORE
January	11/18	11/25	12/2	1/4
March	1/13	1/20	1/27	3/1
May	3/24	3/31	4/7	5/3
August	6/9	6/16	6/23	8/2
November	9/8	9/15	9/22	11/1

PRINT DISTRIBUTION

527,000 Circulation

Each issue of My H-E-B Texas Life® will be distributed as follows:

- ★ In-Store—Distributed in H-E-B stores throughout Texas (now including Houston market)
- ★ Special Events—Distributed at select community events and store openings
- ★ Online—Available in its entirety on heb.com/magazine

PRODUCTION SPECS

Go online 24/7 to find complete details about ad specifications and materials required at: tmcp.com/publications

PLEASE NOTE

All ad creative is subject to client approval.

Do not use H-E-B's logo on creative, but if using H-E-B in your copy, please use Franklin Gotham, or a sans serif font.

Coupons cannot run on C2, C3, or C4.

A screenshot or PDF of ad artwork must be submitted a week in advance of the ad materials due date, as indicated by the schedule. BDMs (buyers) at H-E-B will review and approve ad message, highlighted products, and coupon offers (actual UPCs must be included in these screenshots). It is highly recommended you send a financial recap of the ad's featured items to your H-E-B buyer on the same dates artwork is due. Products must be in good financial standing in order to be included.

CONTACT

Kristin Belt
kbelt@kbmediainc.com
or 512-970-8139

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AD SIZE DIMENSIONS

Spread (with bleed):

18.5 x 10.75

Trim: 18.25 x 10.5

Safety/live area: 17.75 x 10

Spread (non-bleed):

17.25 x 9.5

Full page (bleed):

9.375 x 10.75

Trim: 9.125 x 10.5

Safety/Live area: 8.625 x 10

Full page (non-bleed)

7.875 x 9.5

Half page (bleed):

9.375 x 5.5

Allow for .25 safety from edge on all sides

Half page (non-bleed)

8.625 x 5

SPECIFICATIONS

Printing Process: Heat-set Web offset

Binding Method: Saddle Stitch

Trim Size: 9 1/8" x 10 1/2"

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.

SUBMITTING YOUR AD

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

Via e-mail (7MB attachment limit):
ads@texasmonthly.com

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

Via web upload through your browser: Visit dropitto.me/tmupload 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.

Via trackable overnight delivery:
TEXAS MONTHLY CUSTOM PUBLISHING
Attention: Ad Trafficking/
My H-E-B Texas Life
816 Congress, Suite 1700
Austin, TX 78701
512.320.6991

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.

PROBLEM

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.

QUESTIONS

For advertising information, contact: Kristin Belt, 512-970-8139 or kbelt@kbmediainc.com

COMMISSIONS

15% of gross billings to advertising agencies. No commission on production charges. Commission's 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.

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ADVERTISERS 2012-2016

2012

• Starbucks • Fresh Express • Atkins • Nestle • International Delight • Chobani • Purina • SO Delicious • San Antonio Zoo • Pepsi • Frito-Lay • Clorox • Corpus Christi • Dove • Nature's Bounty • Red Baron • M & M'S • Ainsworth Pet Nutrition • New Braunfels CVB • Natural Bridge Caverns & Wildlife Ranch • California Avocado • Coca-Cola • Kellogg's • Perrigo • Bel Brande • Kraft/Nabisco • Mylan • Pharmavite • Starbucks • Turtle Mountain • Hanes • General Mills • Glaxco Smith Klein • Kraft • Proctor & Gamble • Imperial Sugar • MedFoods/Carapelli Olive Oil • S.C. Johnson/Glade • Sun Foods • White Wave • Nicorette • Imperial Sugar • Febreze

2013

• Atkins Nutritionals • Clorox • General Mills/Weight Watchers • Kellogg's • Nestle • Pharmavite • Post Foods • Coca-Cola • Corpus Christi CVB • Dr Pepper/Snapple • Sun Foods • Turtle Mountain • Unilever • Wrigley • SO Delicious • Tazo • Kellogg's • White Wave • General Mills Foods • Proctor & Gamble • Promised Land Dairy • Valco Enterprises • S.C. Johnson & Sons • Challenge Dairy Products • StarKist • Mariani Packing Co. • Imperial Sugar • Del Monte Foods

2014

• LT Foods Americas • Clorox • Dr. Pepper/Snapple • Kellogg's • Nestle • Stonyfield Farm • Unilever • Pharmavite • White Wave • San Antonio Zoo • Dannon • MedFoods/Carapelli Olive Oil • Valco Enterprises • Clorox • StarKist • Starbucks • Woolite • Proctor & Gamble • Andros Foods USA • General Mills • Lysol • C H Guenther & Sons • Deoleo USA • Imperial Sugar

2015

• C H Guenther & Sons • Nestle • Unilever • Clorox • White Wave • ACH Food Companies • Nivea • Tyson • San Antonio Zoo • Chicken of the Sea • TRESemmé • Wrigley • Rubbermaid • R&B Foods • General Mills • Duncan Hines • Purina • Suave • Bertolli • Pillsbury • Nestle • Hellman's • Knorr • Pioneer Brand • Imperial Sugar • Gerber • BetterBody Foods • New Braunfels Chamber of Commerce • Ben & Jerry's • Rubbermaid • Betty Crocker • Country Crock • Purina • Treasury Wine Estates

2016

Revlon • Skittles • Fresh Bev Craft Juicery • L'Oreal • Eucerin • Nestle • Knorr • White Wave • Treasury Wine Estates • GM Pharma • SeaWorld • Clorox • Hellman's • Hillshire Farms • Wright Brand Bacon • Imperial Sugar • I Can't Believe It's Not Butter • South Padre Island • King's Hawaiian • Purina • Pillsbury • Rubbermaid • Ben & Jerry's • Dole • Beef Council • Weight Watchers • Neutrogena • Gerber • Dreyer's • True Lemon • Carnation • Sargento • Boost • Vaseline • Del Monte • General Mills • Horizon • Oh-So Organic • Gatorade • Designer Protein • Honeysuckle White • Tabasco • Tyson

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