

Excellence in publishing

TexasMonthly CUSTOM PUBLISHING

# Texas Top Producers

LONE STAR LEADERS IN THE OIL AND GAS INDUSTRY

The Texas Independent Producers & Royalty Owners Association (TIPRO), in partnership with the publishers of *Texas Monthly*, and with the support of the American Association of Petroleum Geologists and the American Association of Professional Landmen, is honored to again identify exemplary individuals of the Texas oil and gas industry through its annual Texas Top Producers awards program.

Nominations for the award are being collected through the TIPRO website. The nominations will later be reviewed by the TIPRO-Texas Top Producers awards committee, comprised of past award winners and distinguished TIPRO members. The committee will then select the top 15 finalists and ultimately the winners in each category—Best CEOs, Best Engineers, Best Geoscientists and Best Landmen. Finalists from the survey results will be announced in *Texas Top Producers*, which will be unveiled at the TIPRO Award Ceremony, and in *Texas Monthly's* November 2015 issue.

We will be producing 10,000 copies of a stand alone publication, *Texas Top Producers*, to be distributed at the TIPRO Award Ceremony. The publication will also be distributed to TIPRO, select *Texas Monthly* subscribers in target markets, and participating advertisers.



RECEIVE 10% DISCOUNT  
Reserve Space by August 21

## DISTRIBUTION OF STANDALONE Distribution of 10,000 total copies

- 6,500 to be polybagged with the December 2015 Texas Monthly.
- 2,000 to select universities with significant engineering programs
- 500 to Texas Independent Producers and Royalty Owners
- 1,000 to advertisers

## DEADLINES: 2015

- Reserve Space **Sept. 4**
- Materials Due **Sept. 11**

## ADVERTISING RATES

	TEXAS TOP PRODUCERS	TEXAS MONTHLY
Cover 2 (inside front cover)	\$5,075	N/A
Cover 3 (inside back cover)	\$4,005	N/A
Cover 4 (back cover)	\$5,250	N/A
Full page (complimentary profile included)	\$4,680	\$11,635
1/2 page (vertical or horizontal)	\$2,940	\$7,300
1/4 page	\$1,825	\$4,615

\*The above *Texas Monthly* rates are discounted and only available to advertisers who purchase an ad in *Texas Top Producers*.

FOR MORE INFORMATION ABOUT ADVERTISING OPPORTUNITIES, CONTACT:

Lisa G. Edwards, 512-320-6995 or ledwards@texasmonthly.com

**FILE FORMAT:**

We prefer a print-resolution, version 1.3 (Acrobat version 4) PDF or PDF/X-1a with live type, embedded fonts, CMYK colors only, and flattened transparency, submitted via *upload.texasmonthly.com*. You may also submit PDFs or InDesign, Photoshop, or Illustrator EPS or TIFF files via *texasmonthly.com/upload* or by sending us a disk and proof. Ads created in Pagemaker, Microsoft Publisher, or other applications not mentioned above may not be usable. If you use a Windows PC, include a PDF, TIFF or EPS file in addition to source files. We may not be able to modify Windows-based files if your ad has a problem and our deadline prevents getting a corrected ad from you.

**IMAGES:**

All bitmap images should be at least 300dpi. Do not enlarge 300dpi images more than 100% as this will result in a lower-resolution image. Files containing bitmapped text should be at least 600dpi. SendMyAd will allow images as low as 200dpi but these will not print as crisply as higher-resolution images.

**SPOT COLORS:**

Unless you've made arrangements to print a PMS/spot color for an additional cost, your ad files must contain only process (CMYK) colors. SendMyAd will reject PDFs containing spot colors or RGB. If we receive files by other means containing spot or RGB colors, or embedded color profiles, we will convert them to CMYK and are not responsible for resulting color shifts. If you are running a PMS color as a second or fifth color, notify *Texas Monthly* of the PMS color number and approximate percent coverage by the space closing date. Metallic colors are available as well for an additional cost. PMS colors are not available in special advertising sections.

**DENSITY:**

In black-and-white ads, a tone density greater than 85% may fill in on press. For four-color ads, the sum of color densities

should not exceed 310%, with no more than one color printing solid. Two colors should not exceed 170% with one color solid or both colors screened.

**PROOFS:**

*Texas Monthly* requires a proof for all ads; please send proofs separately for all electronically-submitted ads. If you don't send a proof as specified below we cannot be held responsible for color or content not matching your expectations. Proofs must be printed at 100% and must match the supplied file.

**WHAT TO SEND:**

We prefer that ads be submitted in PDF or PDF/X-1a format through *texasmonthly.sendmyad.com*. This simple and secure online resource ensures that ads meet *Texas Monthly* production specifications and provides instant feedback about any problems with the file. We will accept ads through traditional delivery methods; see below for details. Ad materials may be submitted through *upload.texasmonthly.com*. Layout files (InDesign) can only be sent via *upload.texasmonthly.com* or physical delivery, and must be zipped or stuffed into a package that contains all source files (images and fonts). Fonts used in placed EPS files must be included as well if they have not been converted to outlines. We archive digital files for one year after publication, but do not return media. **PHYSICAL DELIVERY:** You can also send us your ad files on a CD or DVD, along with your proof and contact information, via trackable carrier. Be sure to indicate clearly which issue the ad is for.

**SHIPPING ADDRESS FOR AD MATERIALS:****AD TRAFFIC:**

Amanda Mallard, (512-320-6991; [amallard@texasmonthly.com](mailto:amallard@texasmonthly.com))

Ship ad materials to:

*Texas Monthly*, 816 Congress Avenue, Suite 1700, Austin, TX 78701,

Attention: Ad Traffic (512-320-6991).

Please ship via trackable carrier.

**UPLOADING IMAGES:**

Visit *texasmonthly.com/upload* for electronic submission. Acceptable hard-copy proofs (see above) must be sent for all electronically submitted ads.

**QUESTIONS:**

For: advertising information, contact: Lisa Edwards, 512-320-6995 or [ledwards@texasmonthly.com](mailto:ledwards@texasmonthly.com)

For technical questions regarding your ad and additional information regarding materials, contact Production, 512-320-6991, [ads@texasmonthly.com](mailto:ads@texasmonthly.com)

**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 he fails to publish an advertisement.

**DIMENSIONS:**

Page trim size: 8½" x 10½".

Safety (bleed ads only): 1/4" from trim edge top, bottom, and sides.

Non-bleed (WxD)

One page 7 x 9.625

1/2 page V 4.625 x 7.125

1/2 page H 7 x 4.75

1/4 page V 3.4 x 4.75

Bleed

1/2 page H before trim 8.375 x 5.4375

Trimmed size 8.125 x 5.1875

Safety 7.625 x 4.6875

One page before trim 8.375 x 10.75

Trimmed size 8.125 x 10.5

Safety 7.625 x 10