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TexasMonthly | CUSTOM PUBLISHING

2017-2018 TEXAS SPORTS FACILITY GUIDE

TEXAS SPORTS

YOUR LONE STAR PLAYBOOK

FACILITY GUIDE

Looking for exposure to the sports travel industry? Then this is the perfect opportunity for you!

Texas Monthly Custom Publishing is pleased to announce the return of the Texas Sports Facility Guide (TSFG) in October 2017.

Now in its ninth year, this four-color annual is an invaluable resource for sports travel planners across the United States as they consider holding their events here in the Lone Star State.

With lively, informative editorial and beautiful photography, TSFG will highlight the sporting facilities of cities around the state. For easy reference, information will be grouped by sport and by city.



ADVERTISING RATES

FOUR COLOR	1X
Cover 2 (inside front cover)	\$3,230
Cover 3 (inside back cover)	\$3,005
Cover 4 (back cover)	\$3,375
Full page	\$2,775
1/2 page	\$1,620
1/4 page	\$905

All ads are four color. Covers will be determined by raffle.
Space reservations due August 18, 2017.

THE ONE-STOP PLANNING GUIDE FOR SPORTS TRAVEL IN TEXAS!

DISTRIBUTION

Distribution of 6,000 total copies

- 2,500 inserted into SportsTravel magazine and mailed to targeted subscribers
- 3,500 distributed to convention and visitors bureaus across the state

PRODUCTION SPECS

Go online 24/7 for complete details on ad sizes and material requirements at tmcp.com/publications

DEADLINES (2017-18 ISSUE)

RESERVE SPACE	FACILITY UPDATES DUE	MATERIALS DUE
8/18	8/18	8/25

CONTACT

Sunday O'neil-Leek
sleek@texasmonthly.com

- ★ **Make sure your city and its unique sports facilities are included in this guide.**
- ★ **Get on the radar screens of sports planners and reap lucrative bookings throughout the year.**

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AD SIZE DIMENSION

DISPLAY

Full-page (bleed)

Bleed: $8\frac{3}{4}'' \times 11\frac{1}{8}''$ (8.75" x 11.125")

Trim: $8\frac{1}{2}'' \times 10\frac{7}{8}''$ (8.5" x 10.875")

Safety: $8'' \times 10\frac{3}{8}''$ (8" x 10.375")

Half-page (non-bleed)

$7\frac{3}{4}'' \times 5\frac{1}{8}''$ (7.75" x 5.125")

Quarter-page (non-bleed)

$3\frac{3}{4}'' \times 5\frac{1}{8}''$ (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 <http://upload.texasmonthly.com> to upload creative.

Be sure to select "Texas Sports Facility Guide" 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/TSEFG

816 Congress, Suite 1700

Austin, TX 78701

512-320-6991

Via E-mail (7MB attachment limit):

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 your TEXAS MONTHLY account manager or Sunday O'neil-Leek at SOneilleek@texasmonthly.com

For technical questions regarding your ad and additional information regarding materials, contact Production at 512-320-6991 or ads@texasmonthly.com.