

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

THE 2017-2019 INTERNATIONAL EDITION

# TEXAS

TOUR GUIDE



Let the world discover your Texas destination or attraction! Advertise in the 2017–2019 Texas Tour Guide International Editions and open up new markets for your Texas destination, accommodation, or attraction. With these international guides, meeting planners, travel agents, and tour operators throughout the world have access to the most comprehensive, four-color compendium of information about Texas—in their own language.

## DISTRIBUTION

Distribution will be throughout a two-year period, September 2017–August 2019, through the following outlets:

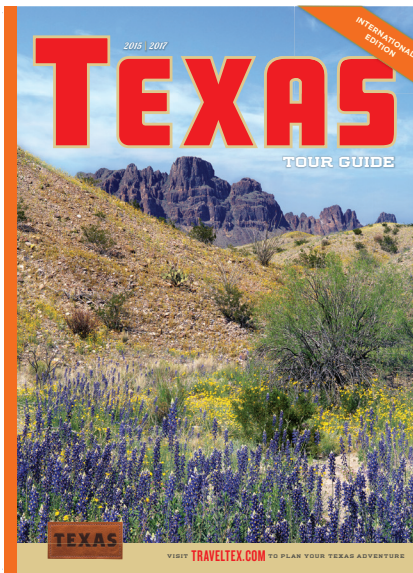
- Foreign office of country or foreign representative of the Texas Economic Development and Tourism Division
- At international trade shows attended by the Texas Economic Development and Tourism Division
- Upon request, by the foreign-travel trade, tour operators, travel agents, and newspaper and magazine travel writers
- Digital versions of the 2017–2019 Texas Tour Guide International Edition will also be available for viewing or download at [www.traveltex.com](http://www.traveltex.com)

A quantity of 55,000 will be printed, with the editions broken out as follows:

- English: 18,000
- Spanish: 16,000
- Portuguese: 6,000
- Chinese: 6,000
- German: 4,000
- French: 3,000
- Japanese: 2,000

Advertisers in previous Texas Tour Guide International editions:

- Austin Convention and Visitors Bureau
- Best Western Hotels
- Brownsville Convention and Visitors Bureau
- Continental Airlines
- Dallas Convention and Visitors Bureau



- Fort Worth Convention and Visitors Bureau
- Grapevine Convention and Visitors Bureau
- Houston Airport System
- Houston Convention and Visitors Bureau
- Laredo Convention and Visitors Bureau
- Northpark Mall
- San Antonio Convention and Visitors Bureau
- South Padre Island Convention and Visitors Bureau

## ADVERTISING RATES

	4-COLOR		COVERS	
Full page	\$11,350	2nd Cover	\$13,500	
1/2 page	\$6,800	3rd Cover	\$13,175	
1/3 page	\$ 5,050	4th Cover	\$14,550	
1/4 page planner	\$ 4,085			

Rates are a package cost that includes the digital file adaptation of advertiser's ad into six different languages.

## TARGETED MARKETS

The Texas Tour Guide International Editions will be produced in six languages:

- Spanish
- French (targeting the Canadian market)
- German
- Portuguese (targeting the Brazilian market)
- Japanese
- Chinese

Additionally, an international English version of the Texas Tour Guide will be distributed in countries with languages other than those above.

## AD REQUIREMENTS

All translated ad copy MUST be provided in a Word doc format by the material deadline, along with complete InDesign files for English language ad.

## DEADLINES (2017)

ISSUE	RESERVE SPACE	MATERIALS DUE
2017-19	5/24	6/7

## CONTACT

For information, contact your *Texas Monthly* representative or  
Publisher: David Dunham  
512-320-6925  
[ddunham@texasmonthly.com](mailto:ddunham@texasmonthly.com)

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Please refer to TEXAS MONTHLY's rate card for Contract Regulations and General Advertising Information. The terms listed there are incorporated by reference into this rate card. All terms and conditions stated under the heading TEXAS MONTHLY in the current issue of "Consumer Magazine Rates and Data," published by Standard Rate and Data Service, Inc., are incorporated by reference into this rate card.

## SPECIAL RATES

**Hotel Discounts:** Hotels are eligible for a special discount of 20 percent. Discount for TEXAS MONTHLY Advertisers: 10 percent discount on advertising in the 2017-2018 *Texas Tour and Meeting Guide* for any current three-time Texas Monthly advertiser on contract as of, or after, TEXAS MONTHLY's January 2016 issue. **Multiple-Page Discounts:** Advertisers using three or more full pages are entitled to a discount of 10 percent or more, depending on the number of pages. Pages must run consecutively and in the same issue, and may be any color combination of black and white or 4-color. **Bleed:** Available for spreads, full, and 2/3, 1/2 horizontal, and 1/3 vertical pages. **Inserts:** Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices available on request.

## 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 a 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

**Binding:** Perfect bound

## FILE FORMAT

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS, JPG, or TIFF files with all supporting layout files, images, and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

## IMAGES

Images must be CMYK and 300 dots per inch at final placed size. All spot/PMS colors and RGB images must be converted to CMYK by the advertiser. If not, the publisher will do so and bears no responsibility for color shifts. Do not exceed density of 300% of all four colors in any area.

## HOW TO SEND YOUR AD FILE

Please upload your ad materials (PDF, JPEG, TIFF, or .zip file) by visiting [dropitto.me/tmupload](http://dropitto.me/tmupload). Be sure to name your file with the publication name before it is uploaded. If you prefer to ship your file on disk, please use the address below.

## PROOFS

If you do not send a proof, we will bear no responsibility for errors in ad reproduction. Color-critical ads not accompanied by a SWOP-certified proof will be printed to standard densities. Non-SWOP proofs will be used for content only.

## WHERE TO SEND PROOFS

Via trackable overnight delivery:  
TEXAS MONTHLY  
CUSTOM PUBLISHING  
Attention:  
Ad Trafficking/TTMG International  
816 Congress, Suite 1700  
Austin, TX 78701  
512.320.6991

## QUESTIONS

For advertising information, contact your TEXAS MONTHLY account manager or David Dunham at 512-320-6925.

For technical questions regarding your ad and additional information regarding materials, call 512.320.6991 or email [ads@texasmonthly.com](mailto:ads@texasmonthly.com).

## AD SIZE DIMENSIONS

NON-BLEED:	W X D
One page	6.9 x 9.8
2/3 page (2 columns)	4.5 x 9.8
Half page (vertical)	4.5 x 7.4
Half page (horizontal)	6.9 x 4.875
1/3 page (1 column)	2.2 x 9.8
1/3 page (horizontal)	3.375 x 4.75
1/4 page (vertical only)	
BLEED:	W X D
1/3 page vertical	2.8 x 11.125
Trimmed size	2.7 x 10.875
1/2 page horiz.	8.25 x 5.5
Trimmed size	8 x 5.54
2/3 page	5.2 x 11.125
Trimmed size	5 x 10.875
One page	8.25 x 11.125
Trimmed size	8 x 10.875
Two-page spread	16.25 x 11.125
Trimmed size	16 x 10.875