

From the publishers of

TexasMonthly

THE ALL-IN-ONE GUIDE TO TEXAS

TEXAS

TOUR & MEETING GUIDE

TEXAS
It's like a
WHOLE OTHER COUNTRY

This comprehensive guide is designed to assist travel-trade professionals in planning meetings, tours, and packages in the state of Texas. Loaded with beautiful photography, the guide features region-by-region city profiles, suggested itineraries, and key travel information. This is the travel industry sourcebook your customers will turn to time after time!

TARGETED MARKETS

The 2018-2019 *Texas Tour and Meeting Guide* and *Texas Traveler* will be mailed in mid-July 2018 to a targeted nationwide list of travel professionals with a history of doing business in Texas.

Made up of meeting planners and tour operators, this list of 40,000 names was distilled from the extensive travel-trade client lists of convention and visitor's bureaus, attractions and hotels, and key associations from around Texas.

Additional guides will be distributed by the Office of the Governor, Economic Development and Tourism, at travel trade shows throughout the country and in mailings to members of the travel trade who inquire about information. Also, 5,000 digital versions of the guide will be emailed to a targeted list of meeting planners.

Advertisers in the *Texas Tour and Meeting Guide* and *Texas Traveler* will also receive names and addresses from the online sweepstakes.

Advertisers can add their company's clients to the list of those who will receive this invaluable publication. This benefit turns your ad into a cost-effective direct-mail piece.



DISTRIBUTION

- 42,000 Nationwide mailing to the travel industry and travel-trade shows
- 5,000 digital versions emailed to targeted meeting planners
- 38,000 *Texas Monthly* subscribers
- 6,000 National newsstands
- 91,000 Total distribution

PRODUCTION SPECS

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

DEADLINES (2018)

ISSUE	RESERVE SPACE	MATERIALS DUE
2018	5/25	6/8

CONTACT

For information, contact your *Texas Monthly* representative or Julie Lee

512.320.6974
jlee@texasmonthly.com

ADVERTISING RATES

4-COLOR		BLACK & WHITE		COVERS	
Full	\$16,740	Full	\$11,950	2nd Cover	\$20,065
2/3	\$12,860	2/3	\$9,170	3rd Cover	\$19,235
1/2	\$10,100	1/2	\$7,310	4th Cover	\$21,735
1/3	\$6,990	1/3	\$4,995		

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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 2018-2019 *Texas Tour and Meeting Guide* for any current three-time Texas Monthly advertiser on contract as of, or after, TEXAS MONTHLY's January 2017 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 texasmonthly.com/upload-ad. 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
816 Congress, Suite 1700
Austin, TX 78701
512.320.6991

QUESTIONS

For advertising information, contact your TEXAS MONTHLY account manager or Julie Lee at 512-320-6974.

For technical questions regarding your ad and additional information regarding materials, call 512.320.6991 or email 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)	4.5 x 4.875
1/4 page (vertical only)	3.375 x 4.75

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