



**The one-stop
planning guide
for sports travel
in Texas!**

>>Make sure your city and its event and sports facilities are a part of this guide.

>>Get on radar screens of planners and reap lucrative bookings throughout the year.

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

The Perfect Set Up Shot

Looking to score big business in the sports travel arena? Then don't miss the debut issue of this new publication!

The Texas Association of Convention and Visitors Bureaus and TEXAS MONTHLY CUSTOM PUBLISHING are pleased to announce the launch of a new publication, the Texas Sports Facility Guide (TSFG) in October 2009.

This four-color, 56-page annual will provide a resource for sports travel planners as they consider holding their events in Texas.

With lively, informative editorial and beautiful photography, TSFG will highlight the sporting facilities and destination attractions of every Texas town in the Texas Association of Convention and Visitors Bureau membership. For easy reference, information will be grouped by sports category and region.

Distribution

7,500 copies will be distributed to a sports travel client list compiled by the TACVB, and to other targeted sporting event stakeholders. Supplemental distribution will target industry shows, TEAMS, NASC, and others.

Investment

Rates are for participating Texas CVBs.
All ads are four color.

Cover 2 (inside front cover)	\$2,850
Cover 3 (inside back cover)	2,650
Cover 4 (back cover)	2,975
Full page	2,450
1/2 page	1,425
1/4 page	800

Deadlines

Space and artwork due August 20, 2009.

Ship materials to:
TEXAS MONTHLY
Attention: Ad Trafficking/TSFG
701 Brazos, Suite 1600
Austin, TX 78701
512-320-6991

GENERAL ADVERTISING INFORMATION

Ad Size Dimension

DISPLAY

Full-page (bleed)

Bleed: 8 ³/₄" x 11 ¹/₄" (8.75" x 11.25")

Trim: 8 ¹/₂" x 11" (8.5" x 11")

Safety: 8" x 10 ¹/₂" (8" x 10.5")

FORMATTED

Half-page (non-bleed)

7 ³/₄" x 5 ¹/₈" (7.75" x 5.125")

Image (square or vertical format), black-and-white or 4-color logo, 100 words of copy (maximum), phone number and/or URL.

Quarter-page (non-bleed)

3 ³/₄" x 5 ¹/₈" (3.75" x 5.125")

Image (square format), black-and-white or 4-color logo, 40 words of copy (maximum), phone number and/or URL.

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, QuarkXPress, 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

We accept high-resolution (300+ dpi) color-corrected scans on a disk. Images should be at least 3.25" horizontal by 2.75" vertical (for a quarter page). 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.

What to Send for Display 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. Although we prefer materials on a disk and a proof, you may send files via FTP, Web upload, or e-mail. All files must be stuffed or zipped to a single compressed file before sending. 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/TSGF
701 Brazos, Suite 1600
Austin, TX 78701
512-320-6991

Via E-mail (25MB attachment limit):
ads@texasmonthly.com

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

Via Web upload through your browser:
Visit texasmonthly.com/upload for electronic submission. Acceptable hard-copy proofs must be sent for all electronic submitted ads.

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 on disk via overnight delivery or via electronic means, assuming our deadline permits it.

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, contact Production at 512-320-6991 or ads@texasmonthly.com.