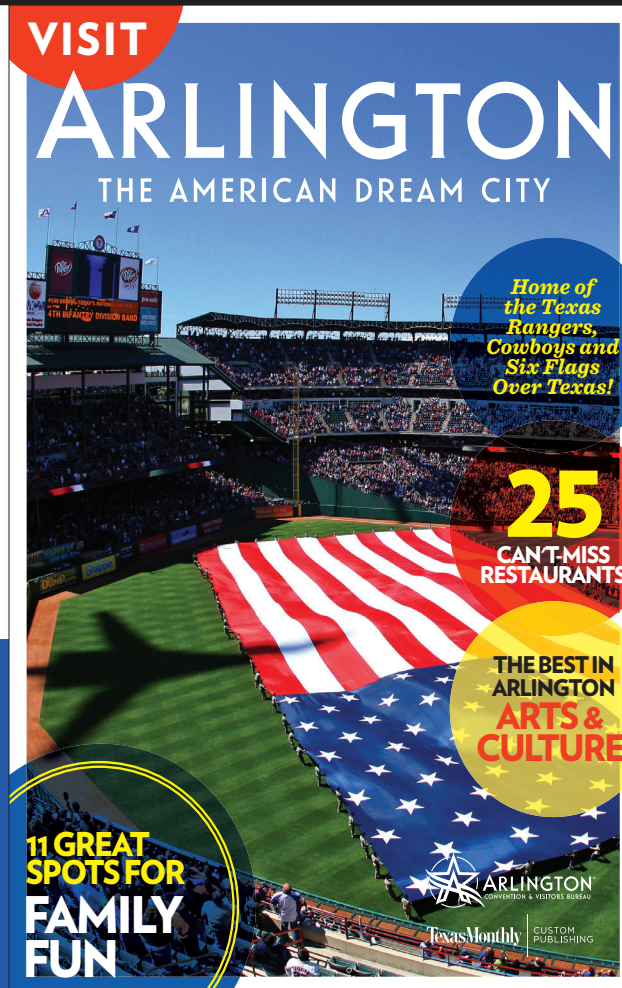


We are pleased to announce the newest edition of the *Arlington Official Visitor's Guide*. Published annually, this guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Arlington Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote the city as a premier travel destination. The *Arlington Official Visitor's Guide* is a convenient resource for travelers and includes:

- Maps
- Attractions
- Arts & Culture
- Shopping
- Dining & Nightlife
- Accommodations
- Calendar of Events
- Sports
- Suggested Itineraries



In addition to the printed piece, the *Arlington Official Visitor's Guide* will also be available in a digital version. In an effort to extend the reach of your ad, we will feature clickable advertiser links in this platform.

ARLINGTON VISITORS

- 14 million visitors come to Arlington every year and collectively spend an estimated \$1.4 billion.
- Three-quarters of travel guide readers report that the guide influenced what attractions they attended.
- 98 percent of readers spent more than 1.5 minutes looking through the guide.
- 2 out of 5 readers refer to the guide prior to and during travel.

DEADLINES (2017)

Advertising Reservation
January 20, 2017

Ad Materials Due
January 27, 2017

DISTRIBUTION

125,000 copies distributed to local hotels and various vendors and information centers in the area.

ADVERTISING RATES

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$6,795
Full page	\$5,195
1/2 page (H or V)	\$2,795
1/3 page (H or V)	\$1,995
1/6 page	\$1,095

Publication Specifications

Trim Size:

6.5" x 9.75"

Live Matter:

6" x 9.25"

Live matter should not fall closer than 1/4" to trim.

For match and metallic ink, consult publisher. Bleed: No charge. Preferred Position: Add 10% to all space units.

Advertising should be submitted in digital format. All images and elements should be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.

Ad Dimensions

Covers/Full Page

6.75" x 10"

1/2 Page Horizontal

5.5" x 4.31"

1/2 Page Vertical

2.69" x 8.75"

1/3 Page Horizontal

3.5" x 4.8"

1/3 Page Vertical

1.92" x 8.75"

1/6 page

2.69" x 2.84"

To upload your ad file

Please upload your ad materials (PDF, JPEG, TIFF, or .zip file) by visiting

<http://upload.texasmonthly.com>

Be sure to fill out all information, and choose the title your ad is appearing in. If you prefer to ship your file on disk, please use the address under "Shipping Address for Ad Materials" section.

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 Windows or non-standard file formats.

Images

Print:

CMYK, 300 dots per inch, EPS format.

Spot Colors

All spot/PMS colors must be converted to CMYK by the advertiser; if not, TMCP will do so and bears no responsibility for color shifts.

Density

Do not exceed 300% of all four colors in any area.

Proofs

Please submit a proof from a SWOP-certified proofing device for color ads. TMCP is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

Confirming Proofs

TMCP does 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.

To Send your ad file

Please submit 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.

Shipping Address for Ad Materials

Please send ad materials via trackable overnight delivery service to:

Texas Monthly CUSTOM PUBLISHING

Attn: Ad Trafficking / Arlington OVG

816 Congress Avenue, Suite 1700

Austin, TX 78701

512.320.6991

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 TMCP after the closing date. If, by the materials deadline, TMCP has not received copy deemed acceptable for publication, TMCP may either repeat the advertiser's most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The publisher and the Arlington Convention & Visitor Bureau each reserve the right to reject any advertising wording, substance, or appearance deemed in the sole discretion of either to be objectionable, or any URL address to sites deemed objectionable with or without notice and whether or not such wording, substance, appearance, or URL address was previously acknowledged or published.

Questions

For technical questions regarding your ad and additional information regarding materials, contact:

Production Department,

512-320-6991,

ads@texasmonthly.com