



HOUSTON

BUSINESS



Greater Houston Partnership
houston.org

Business Houston is the ultimate source for site selectors or anyone starting, expanding, or relocating a business in the greater Houston area. As the official business guide of the Greater Houston Partnership, *Business Houston* showcases the region's top 300

largest employers and top 20 firms across a wide variety of industries, including accounting, energy, legal, manufacturing, technology, and engineering. This annual guide is published in September and makes it apparent why Houston has been rated as America's #1 city to "live, work, and play" by *Kiplinger's Personal Finance*.

DISTRIBUTION

5,000 copies distributed annually, as follows:

- 2,000 to international trade conferences via economic development trade missions
- 1,000 to corporate executives
- 1,000 to headquarter hotels during conferences for targeted industries
- 500 to past Members as a re-acquisition tool
- 500 to requestors

2010 ADVERTISING DEADLINES

Ad Space: September 7
Materials: September 22
Delivery: October 29

For more information about advertising opportunities contact:
Mike Jax 713/871-0028, mjax@texasmonthly.com
Rebecca D. Akins 713/960-5099, rakins@texasmonthly.com

ADVERTISING INFORMATION



SPECIFICATIONS

Printing Process: Heat-set Web offset
Binding Method: Perfect bound

AD SIZE DIMENSIONS

Page Trim Size: 8 3/8 x 10 7/8 inches
Bleed is 1/8 inch beyond trim; Keep live matter 1/4 inch from top, bottom, and sides.

NONBLEED

Full page size	7 1/8 x 9 1/2
2/3 page (vertical)	4 11/16 x 9 1/2
1/2 page (vertical)	4 11/16 x 7 1/16
1/2 page (horizontal)	7 1/8 x 4 5/8
1/3 page (vertical)	2 1/4 x 9 1/2
1/3 page (horizontal)	4 11/16 x 4 5/8
1/6 page (vertical)	2 1/4 x 4 5/8
1/6 page (horizontal)	4 11/16 x 2 3/16

BLEED

Two-page spread	17 x 11 1/8
- Trimmed size	16 3/4 x 10 7/8
- Safety	16 1/4 x 10 3/8
Full page	8 5/8 x 11 1/8
- Trimmed size	8 3/8 x 10 7/8
- Safety	7 7/8 x 10 3/8
2/3 page vertical	5 9/16 x 11 1/8
- Trimmed size	5 5/16 x 10 7/8
- Safety	4 13/16 x 10 3/8
1/2 page horizontal	8 5/8 x 5 3/8
- Trimmed size	8 3/8 x 5 1/8
- Safety	7 7/8 x 4 5/8
1/3 page vertical	3 1/8 x 11 1/8
- Trimmed size	2 7/8 x 10 7/8
- Safety	2 3/8 x 10 3/8

FILE FORMAT

Print-ready PDFs are preferred; also acceptable are Quark XPress, 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:

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.

WHAT TO SEND

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 / Business Houston
3300 N. IH 35, Suite 800
Austin, TX 78705
512/320-6991

UPLOADING FILES

1. Using your web browser, go to www.texasmonthly.com/custompub
2. Fill out all fields of the form, read the advertiser agreement regarding SWOP proofs, and click SUBMIT.
3. You will be redirected to iBackup.com:
Username: txmoadvertiser
Password: txmo1
4. Click on "upload" and post your file (file name MUST match the file name you submitted in the form) directly. You do not need to place the file inside a folder. The form you submitted will go directly to the Production Traffic Coordinator's attention, and your file will be downloaded within three days. You will receive email verification of the download.

QUESTIONS

For advertising information, contact:
Mike Jax at 713/871-0028
mjax@texasmonthly.com

Rebecca D. Akins 713/960-5099
rakins@texasmonthly.com

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

Production Department, 512/320-6991,
ads@texasmonthly.com

AGENCY COMMISSION

15% of gross billing to recognized agencies. Not allowed after 60 days. Production services are not commissionable.

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. TMCP reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

TexasMonthly CUSTOM PUBLISHING.