



# HOUSTON Energy Capital



GREATER HOUSTON PARTNERSHIP  
houston.org

*Energy Capital Houston* is the source to turn to for B2B in the “Energy Capital of the World.” As the official energy guide of the Greater Houston Partnership, it serves as the brag book of the industry, identifying the major players, the latest innovations, and service providers in an easy reference format.

With a detailed directory of more than 1,600 energy-related companies located in the greater Houston region, this extensive guide, published annually, provides all anyone needs to know to identify their next business

## 2011 ADVERTISING DEADLINES

Closing Date: January 10, 2011

Materials: January 17, 2011

Delivery: February 24, 2011



For more information about advertising opportunities contact:  
Rebecca D. Akins 713/960-5099, [rakins@texasmonthly.com](mailto: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 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 / Energy Capital 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](http://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.

## QUESTIONS

For advertising information, contact:

Bill Murphy, 713-871-0028,  
[Bmurphy@texasmonthly.com](mailto:Bmurphy@texasmonthly.com)

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

Production Department, 512/320-6991,  
[ads@texasmonthly.com](mailto: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.