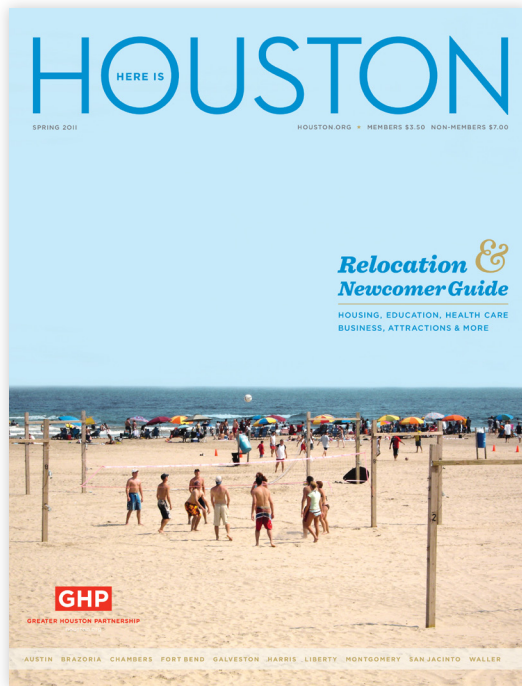


As the Greater Houston Partnership's official relocation guide, *Here is Houston* is the primary source for new and soon-to-be Houstonians as they relocate to our dynamic region. And with the recent launch of our Web site hereishouston.com, we now provide even greater opportunities for people to see your message and access your company.

Here is Houston and hereishouston.com provide concise, easy-to-use reference tools covering housing, schools, health care, and attractions within the 10-county region. With an inviting layout, useful maps, and a vast amount of information, they showcase every aspect of living and working in the Houston area.

The GHP's website www.houston.org gets over a million hits every month, www.texasmonthly.com gets over half a million hits every month and www.hereishouston.com, www.relocatingtohouston.net, and www.houston.org are all linked to www.texasmonthly.com.



2011 ADVERTISING DEADLINES			
Issue	Ad Space	Materials	Delivery
Spring	3/15	3/25	4/23
Summer	6/15	6/25	6/23
Fall	9/15	9/23	10/18
Winter	12/15	12/23	1/28

ADVERTISING INFORMATION



Photos courtesy of the Greater Houston Convention and Visitors Bureau



SPECIFICATIONS

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

PRINT 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

WEB AD SIZE DIMENSIONS

SKYSCRAPERS
140x230 pixels

LISTINGS

70x70 pixels, and fifty words of copy

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.
Web: RGB, 72 dpi, JPG, GIF, or PNG, TIF or SWF format. File size 50k or less.

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 / Here Is Houston
3300 N. I-H 35, Suite 800
Austin, TX 78767
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 ad-

vertiser 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:

Rebecca D. Akins 713/960-5099
arakins@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.