

## GENERAL INFORMATION

### ISSUE AND CLOSING DATES

**Frequency** TEXAS MONTHLY is published each month and is on sale the last week of the month prior to issue date. The magazine is mailed to subscribers the third week of the month prior to issue date.

**Closing Date** 23rd of second month preceding issue date. When normal closing date falls on a Saturday, Sunday, or holiday, issue closes the preceding working day.

**Space Orders** Due in writing on or before closing date.

**Cancellations** Neither advertiser, advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by Publisher after the closing date. Orders for covers, postcards, and inserts may not be cancelled less than 30 days preceding the closing date. If by closing date Publisher has not received advertising material that it, in its sole discretion, deems acceptable for publication, it 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.

**Print Materials Deadline** Run-of-book advertising materials are due to the Production Department by the 25th of the second month preceding issue date. Special advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a nonbusiness day, materials are due the preceding business day. TEXAS MONTHLY is not responsible for reproduction quality if materials are received after materials deadline.

### SUPPLEMENTAL RATE INFORMATION

**Second Colors** Process Magenta, Cyan, or Yellow and PMS colors are standard. Metallic colors also available. Prices on request.

Deduct \$350 from black and 1 color rate if second color is process.

**Bleed:** Available for spreads, full pages, and 2/3, 1/2 horizontal, and 1/3 vertical pages, at 13% additional cost. No premium on spreads that bleed only across the gutter.

**Special Position** Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of the Publisher to determine actual positions.

**Inserts** Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices and availabilities on request.

**Marketplace** Rates are \$11.50 per word, 15-word minimum. Display rates and frequency discounts available. Check or money order in U.S. dollars, including any applicable tax, must accompany copy and be received by the 23rd of the second month preceding issue date.

### COMMISSIONS AND DISCOUNTS

**Commission** 15% of gross billings to advertising agencies. No commission on production charges. Commissions not allowed on billings turned over for collection.

**Multiple Page Discounts** Advertisers using 4 or more full pages are entitled to discounts depending on the number of pages.

Discounts are available on request. Pages must run consecutively and in the same issue and may be any color combination of black and white, black and one color, or 4-color.

### PREPARING YOUR AD

**Current Specifications and Templates** The most up-to-date ad specs, as well as template files in InDesign, QuarkXPress, and EPS formats, are available at [texasmonthly.com/specifications](http://texasmonthly.com/specifications).

**Ad Orientation** Ads, especially partial-page bleed ads, should be designed so they can be placed on either left or right pages.

**File Type** For best results, create a print-resolution, version 1.3 (Acrobat version 4) PDF (PDF/X-1a preferred) with live type, all fonts embedded, and transparency flattened. You may also submit InDesign, QuarkXPress, Photoshop, Illustrator, EPS, or TIFF files. Ads created in Pagemaker, Microsoft Publisher, or other applications not mentioned above may not be usable. If you use a Windows PC, include a high-resolution PDF, TIFF or EPS file in addition to source files. We may not be able to modify Windows-based files if your ad has a problem and our deadline prevents getting a corrected ad from you.

**Creating a PDF** Current versions of InDesign, QuarkXPress, Illustrator, and Photoshop have options for outputting high-resolution, print-ready PDFs. Consult your graphics application documentation for details. You may also use Acrobat Distiller to create PDFs; a Distiller job options settings file is available on our specifications page. TEXAS MONTHLY Production will check your PDF, fix any problems we can, and notify you if we can't. If you are at all unsure about whether or not your PDF is print-quality, please send us your source files along with the PDF.

**Fonts** Do not use Adobe Type 3, Windows Type 1, or Multiple Master fonts. Choose bold or italic fonts when needed; don't apply bold or italic styles to plain fonts or your type may not output correctly. To avoid font issues with EPS files, be sure to supply the fonts used in them, and/or consider converting your EPS file's fonts to outlines.

### Transparency

If your ad contains transparency, TEXAS MONTHLY will "flatten" the transparency to vectors and bitmaps using standard settings, and is not responsible for any resulting reproduction problems (including "stitching," which sometimes turns flattened transparency boundaries into solid lines or gaps).

**Crop Marks/Bleed** Use crop marks to indicate bleed and trim for bleed ads. Offset your crop marks at least 1/8" to keep them out of the bleed.

**Image Resolution** All bitmap images must be at least 300dpi. Do not enlarge 300dpi images more than 100% as this will result in a lower-resolution image. Files containing bitmapped text should be at least 600dpi.

**Colors** Unless you've made special arrangements to run PMS inks, TEXAS MONTHLY will convert PMS/spot colors (as well as RGB ones) to CMYK and remove color profiles in ad files, and is not responsible for any resulting color shifts. To avoid this, please convert all PMS/spot colors to CMYK before you send us your ad, and do not embed color profiles in image files. If you are running a PMS color as a second or fifth color, notify TEXAS MONTHLY of the PMS color number and approximate percent coverage by the space closing date. Metallic colors are available as well for an additional cost. PMS colors are not available in special advertising sections.

**Blacks in Four-Color Ads** You may use a "rich black" of 60% cyan, 1% magenta, 1% yellow, and 100% black in four-color ads for a deeper black color, but only when the black element is at least 1/4" wide. Do not use rich black of any kind for text; we will attempt to convert rich black text, or items smaller than 1/4" wide, to 100% K. Black elements will overprint by default – i.e., any underlying cyan, magenta, or yellow ink will cause variations in the "richness" of the black. If you wish black elements to knock out, please include at least 1% of all four colors in the black.

**Gutter** In perfect-bound magazines like TEXAS MONTHLY, a portion of an ad that bleeds into the gutter will be difficult to read at best. Be sure to accommodate this in your design by allowing at least 1/3" - 1/2" between the gutter and any important text or image. For spreads that bleed across the gutter, avoid running text across the gutter if possible, or accommodate the gutter with a gap in the text on either side. Because the amount lost to the gutter varies according to book size and ad location, TEXAS MONTHLY cannot specify the amount of clearance to leave, and the advertiser runs elements into and/or across the gutter at the advertiser's risk.

**Density of Tone** In black-and-white ads, a tone density greater than 85% may fill in on press. For four-color ads, the sum of color densities should not exceed 310%, with no more than one color printing solid. Two colors should not exceed 170% with one color solid or both colors screened.

**Advertising "Slugs"** Per American Society of Magazine Editors (ASME) Guidelines, any advertisement that might be mistaken for editorial content must be "slugged" with *Advertisement*, *Special Advertising Section*, or *Promotion* at the top of the ad in type that is at least 9 points in size. TEXAS MONTHLY will add this slug at its discretion, but we prefer you add the slug yourself. For more information, visit [magazine.org/asm/asm\\_guidelines/index.aspx](http://magazine.org/asm/asm_guidelines/index.aspx).

### PROOFS

All ads must be accompanied by a proof. Proofs must be printed at 100% and must match the supplied file. If we do not receive a proof, we will pull a laser print or Epson proof from the submitted file, and will not be responsible for color or content discrepancies.

**Four-Color Ad Proofs** We strongly recommend you review and submit a SWOP-certified proof of your four-color ad if you want to be assured of how it will reproduce on press. All submitted SWOP-certified proofs are sent to press and used for the color okay. Otherwise, your ad will be printed within standard SWOP densities. Non-SWOP proofs for four-color ads will be used for content only. A list of SWOP-certified proofing systems is available at [swop.org/certification/systemlist.asp](http://swop.org/certification/systemlist.asp). SWOP-certified proofs must show standard GATF color bars/exposure scales and crop marks.

**Black-and-White Ad Proofs** A laser print, inkjet print, or velox is acceptable.

### SENDING US YOUR AD

No matter what format your ad is in, we prefer it be accompanied by all source files, including the final layout file, images, logos, and screen and printer fonts. Fonts used in placed EPS files must be included as well if they have not been converted to outlines. We archive digital files for one year after publication, but do not return media.

**Physical Delivery** Send us your ad files on a CD or DVD, along with your proof and contact information, via trackable carrier. Be sure to indicate clearly which issue the ad is for.

**Electronic Delivery** Visit [texasmonthly.com/upload](http://texasmonthly.com/upload) for electronic submission. Acceptable hard-copy proofs (see above) must be sent for all electronically submitted ads.

### PROBLEMS

We want your ad to print correctly. If your ad is late, has technical problems (see below), needs last-minute changes, or is otherwise "stressed," the chances of its running incorrectly increase significantly. Therefore please make every effort to get your materials in on time and to our specifications.

**Changing Your Ad** Any ad intervention requested by the advertiser and/or required by TEXAS MONTHLY or our printer may result in additional charges to the advertiser, and releases us from responsibility for its reproduction. 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 submit a corrected file.

**Common Problems** Low-resolution images, missing screen and/or printer fonts, incorrect dimensions, images not converted to CMYK, text outside the safety area, non-bleed ads that bleed (and vice versa), excessive density of tone, ads created in non-standard applications, unacceptable proofs, incorrect use of rich black, spot colors, and embedded color profiles.

### OTHER INFO

**Preprinted Inserts** Advertisers running preprinted inserts will be supplied specifications and approval procedures upon request. A blue line proof must be submitted for approval prior to printing. Multipaged preprints with advertorial text must be slugged *Advertisement*, *Special Advertising Section* or *Promotion* at the top of each page (see above).

**Screen Ruling** 150-line screen for body, 175-line screen for the cover.

### DIMENSIONS

Page trim size: 8-1/2" x 10-3/4". Safety (bleed ads only): 1/4" from trim edge top, bottom, and sides.

Non-bleed	(WxD)
One page	7 x 9.625
2/3 page V	4.625 x 9.625
1/2 page V	4.625 x 7.125
1/2 page H	7 x 4.75
1/3 page V	2.25 x 9.625
1/3 page H	4.625 x 4.75
1/6 page V	2.25 x 4.75
1/6 page H	4.625 x 2.25

Bleed	
1/3 page V before trim	3.0625 x 10.75
Trimmed size	2.8125 x 10.5
Safety	2.3125 x 10
1/2 page H before trim	8.375 x 5.4375
Trimmed size	8.125 x 5.1875
Safety	7.625 x 4.6875
2/3 page V before trim	5.4375 x 10.75
Trimmed size	5.1875 x 10.5
Safety	4.6875 x 10
One page before trim	8.375 x 10.75
Trimmed size	8.125 x 10.5
Safety	7.625 x 10
Two-page spread before trim	16.75 x 10.75
Trimmed size	16.25 x 10.5
Safety	15.75 x 10

### PRODUCTION DEPARTMENT CONTACTS

**Production Director** Roy Leamon  
(512-320-6990; [reamon@texasmonthly.com](mailto:reamon@texasmonthly.com))

**Ad Traffic** Nicki Longoria  
(512-320-6991; [nlongoria@texasmonthly.com](mailto:nlongoria@texasmonthly.com))

**Shipping Address** Ship ad materials to TEXAS MONTHLY, 3300 N IH-35, Suite 800, Austin, TX 78705, Attention: Production (512-320-6991). Please ship via trackable carrier.

All information contained in the TEXAS MONTHLY Ratecard is hereby incorporated by reference into this Ratesheet.

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