

# Houston

M E E T I N G P L A N N E R S G U I D E

OFFICIAL PUBLICATION OF THE GREATER HOUSTON CONVENTION & VISITORS BUREAU



# 2013 MEDIA KIT



JULIE SOEFFR



DEBORA MAIL



SHANNON O'HARA

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**HOUSTON**  
VisitHouston.com

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## THE OPPORTUNITY

The Greater Houston Convention & Visitors Bureau (GHCVB) Meeting Planner Guide is the only officially recognized meeting planners guide for the city of Houston.

The 2013 *Houston Meeting Planners Guide* features an easy-to-use, spiral bound format. The Guide provides a comprehensive reference to assist meeting professionals make important decisions when booking their event in Houston.

This is a dynamic sales tool for the GHCVB staff and meeting professionals around the city. There is no more efficient and effective way to reach meeting professionals.

**THE 2013 HOUSTON MEETING PLANNERS GUIDE** provides easy reference with the following categories:

- Convention and Meeting Facilities
- Private Dining, Banquet Facilities and Catering
- Hotels
- Transportation
- Convention and Conference Services
- About Houston

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## TARGETED DISTRIBUTION

- Mailed to targeted sales account list
- Sent with Houston bids to prospective clients
- Distributed at tradeshow
- Sent to local, regional and national meeting planner organizations
- Provided to organizations that have booked Houston for meetings and conventions
- Distributed to GHCVB hotel members for use in their sales department
- Mailed to GHCVB members
- Online DigiMag digital version on the GHCVB website at [www.VisitHouston.com](http://www.VisitHouston.com). All advertisers will have their ad hotlinked to their site.
- Available at the Greater Houston Partnership offices.



1,500  
PRINTED COPIES

+



2,500  
INTERACTIVE  
DVDS

+



3,000 DIGITAL  
COPIES/READERS TO  
MEETING PLANNER READERS

=

7,000  
TOTAL COPIES



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## CONVENTION + MEETING FACILITIES

The *Houston Meeting Planners Guide* Convention & Meeting Facilities section showcases the major convention facilities in the Greater Houston area. This paid advertising section provides planners with the vital information they are looking for when planning their convention, meeting or event.

### ADVERTISING PACKAGE

- One 4-color ad page - provided by advertiser
- Facility information page - designed by publication
- Up to 2 pages of floor plans and capacity chart

### RATES

4-Page Convention Facility package	<b>\$11,500</b>
2-Page Facility package	<b>\$8,500</b>

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## HOTELS

The *Houston Meeting Planners Guide* provides a section devoted entirely to hotels with meeting space in the greater Houston area. It emphasizes the facilities, amenities, layout, and location of each hotel.

**FORMATTED, 4-PAGE, 4-COLOR  
MEETING / FACILITY SPREADS ADVERTISEMENT PACKAGE**

- Ad page
- Formatted fact page with up to three (3) photos
- Up to two pages of detailed floor plans and capacity chart

**TOTAL PACKAGE \$11,500**

**FORMATTED 1/2-PAGE  
HOTEL ADVERTISEMENT PACKAGE**

- Ad page
- One (1) 4-color photo
- Contact information
- Description of hotel and meeting space

**TOTAL PACKAGE \$5,895**



## PRIVATE DINING, BANQUET FACILITIES + CATERING

The *Houston Meeting Planners Guide* devotes a section to Private Dining, Banquet Facilities and Catering in Houston. The guide recommends these for a variety of business meetings, conventions, ceremonies, and other special events. This in-depth section is designed to encourage Houston companies and meeting planners to hold meetings and events in local facilities.

All Houston CVB full service restaurants and catering members will be listed in a comprehensive chart highlighting their amenities.

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ADVERTISERS IN THIS SECTION PROMOTE

- Restaurants
- Banquet Facilities
- Special Event Venues
- Catering
- Country Clubs

1/2 PAGE FORMATTED ADVERTISEMENT PACKAGE

- One (1) 4-color photograph - provided by advertiser
- Description of facilities and services
- Complete contact information
- Logo
- Amenities

TOTAL PACKAGE **\$1,950** NET



ELLIOT BERWITT | DOG LEGS | JOHN CLAY GALLERY



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## CONVENTION + CONFERENCE SERVICES

The *Houston Meeting Planners Guide* devotes a section to promote all types of services that may be utilized by conventions and conferences.

### READERS TURN TO THIS SECTION FOR

- |                               |                              |                               |
|-------------------------------|------------------------------|-------------------------------|
| Caterers                      | Formal Wear                  | Banner/Signs                  |
| Food/Beverage Services        | Graphic Designers            | Two-way and Cellular Services |
| Event Planners                | Printers                     | Computer Needs                |
| Destination Management Firms  | Office Services              | Golfing Services              |
| Exhibitor Services            | Photographers                | Airlines                      |
| Audiovisual Equipment/Service | Rentals                      | Ticket Brokers                |
| Tours/Transportation          | Temporary Personnel Services | Moving Services               |
| Decorator Services            | Translators                  | Telecommunications            |
| Florists                      | Travel Services              | ... and much more!            |
| Entertainers                  | Specialty Items              |                               |

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ADVERTISERS PACKAGE WITH DISPLAY AD

- Prime exposure to event decision makers
- 50-word descriptive listing
- Full contact information



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## PREPRESS AD SPECIFICATIONS

**MATERIAL SPECIFICATIONS** 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.

**DOCUMENT SIZE** 8-5/8" x 11" (8.625 x 11) Includes 1/8" (.125) bleed on all sides.

**TRIM SIZE** 8-3/8" x 10-3/4" (8.375 x 10.75)

**LIVE MATTER** 7-1/4" x 9-3/4" (7.25 x 9.75). Live matter should not fall closer than 3/8" (.375) to trim line.

**MEDIA** DVD or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date.

**FILE FORMAT** PDFx1A files only.

**FTP UPLOADS** <http://uploads.desertpublications.com/?login=houstonftp:houstonftp>

**OTHER SERVICES** Full graphic design services are offered though Desert Grafics: 760-323-2739.

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**RETURN OF MATERIALS & SHIPPING INSTRUCTIONS** Materials will be returned on request only. Publisher assumes no responsibility for artwork not redeemed for six months after date of publication.

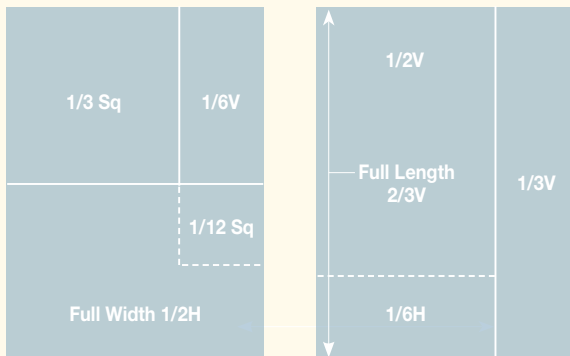
**SEND ALL ADVERTISING MATERIALS TO:**

Desert Publications Inc.  
c/o Houston Meeting Planners Guide  
303 North Indian Canyon Drive, Palm Springs, California 92262

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# AD SPECIFICATIONS + RATES

AD SIZE	WIDTH	DEPTH
2-Page Spread	17-1/4"	11"
Full Page Bleed	8-5/8"	11"
Trim Size	8-3/8"	10-3/4"
Live Matter	7-1/4"	9-3/4"
2/3 Page	4-3/4"	9-3/4"
1/2 Page Vertical	4-3/4"	7-1/4"
1/2 Page Horizontal	7-1/4"	4-3/4"
1/3 Page Vertical	2-1/4"	9-3/4"
1/3 Page Square	4-3/4"	4-3/4"
1/6 Page Vertical	2-1/4"	4-3/4"
1/6 Page Horizontal	4-3/4"	2-1/4"
1/12 Page Square	2-1/4"	2-1/4"



4-COLOR	MEMBER*	NON-MEMBER
Full Page	\$7,880	\$10,050
2/3 Page	\$6,340	\$8,500
1/2 Page	\$5,560	\$7,580
1/3 Page	\$4,375	\$6,470
1/6 Page	\$3,115	\$3,560

## COVERS – FULL-PAGE, 4-COLOR W/BLEED

Cover 2	\$9,165	\$11,760
Cover 3	\$8,810	\$11,320
Cover 4	\$9,165	\$11,760
4-Page Meeting/Facility Spread		\$11,500
1/2 Page Hotel - Formatted		\$5,895
2-Page Venue Spread		\$8,500

**ADVERTISING CLOSE**  
NOVEMBER 9, 2012

**ADVERTISING MATERIALS**  
NOVEMBER 16, 2012

06/01/12

# NOTES

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## CONTACT INFORMATION

FOR FURTHER INFORMATION, PLEASE CONTACT OUR  
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