

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

GREATER HOUSTON CONVENTION & VISITORS BUREAU

OFFICIAL VISITORS GUIDE

RATE CARD



The *Houston Official Visitors Guide* is the most powerful and respected advertising vehicle available to increase your business to the valuable travel and tourism market. Published semi-annually, the Guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Greater Houston Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote Houston as a premier travel destination. The *Houston Official Visitors Guide* is a convenient resource for travelers and residents and includes:

- Feature Stories
- Dining & Nightlife
- Houston Area Maps
- Visitors Tips
- Accommodations
- Sports
- Art & Culture
- Event Calendars
- Relocation
- Attractions
- Transportation & Airport Information
- Beyond Houston
- Shopping

HOUSTON VISITORS

Promote your business to the Visitor Market

- State statistics report that Houston visitors spent \$11.7 billion last year, up 10.7% from the previous year.
- The Greater Houston area welcomed 10.9 million visitors in 2011, an increase of 21% over 2010.
- Leisure travelers make up more than two-thirds of all Houston travel (68%), most of whom spend the night (81%) and represent the group that advertising can most encourage to stay longer and visit more attractions.

Shopping:

- Research shows that Houston leisure visitors feel that quality is worth the extra money and are prepared to visit places that offer something really original.
- More than a third of Houston's leisure visitors travel with children and most arrive in pairs.

Events, Attractions and the Arts:

- Houston ranks among the preferred destinations when looking for exciting urban activities; receiving high marks on variety of dining options, lots to see and do and cultural/performing arts.

Hotels:

- Travelers spent \$6.8 billion on hotel or motel accommodations in 2011, according to state statistics.
- State statistics show that Houston is one of the top Texas cities frequented by leisure and business travelers.

Sources: *The Economic Impact of Travel on Texas*, June 2012; *TNS Travels.America*, August 2012

TARGETED DISTRIBUTION

200,000 copies

The *Houston Official Visitors Guide* offers both pre-destination and in-market distribution, delivering your message to the vast and varied Houston Visitor Market.

- Houston Area Hotels
- Mailed by the GHCVB staff for all visitor inquiries coming to Houston
- Exclusive distribution at the Bush Intercontinental and Hobby Airports
- Convention Delegate availability at the George R. Brown and Reliant Park Complex
- Available at Houston Area Official Visitors Centers and Concierge desks including Visitor Kiosk within the Galleria

- Available in 12 State Welcome Centers at major points of entry
- Texas Medical Center Hospital's patient services and concierge desks
- Relocation distribution reaching the newcomer to Houston
- Requested by many major Houston corporations

BONUS: Electronic version of the Guide available online at the award-winning CVB website www.VisitHouston.com

CLOSING DATES

(space reservation deadline)

Spring/Summer: (Mar. 2013—Aug. 2013)
Jan. 18, 2013

Fall/Winter: (Sept. 2013—Feb. 2014)
July 19, 2013

CONTACT

Cindy Kerley
Advertising Representative
ckerley@texasmonthly.com or 713-871-1762

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

GREATER HOUSTON CONVENTION & VISITORS BUREAU

OFFICIAL VISITORS GUIDE

TESTIMONIALS

"The *Houston Official Visitors Guide* houses a vast body of information presented in a coherent, concise matter. I particularly enjoy the map sections in the magazine: they are practical and help guests of Houston find their way around our city easily. The *Houston Official Visitors Guide* is interesting, literate and culturally relevant for our city's visitors."

- Concierge, Hilton America's Hotel

"There is no doubt about it, the *Houston Official Visitors Guide* gets results! When you want to know what's going on in Houston and when it's going on, the *Houston Official Visitors Guide* gets the job done."

- Trader's Village

"If you want to drive visitor traffic to your business, then the *Houston Official Visitors Guide* and *GuestLife Houston* are great additions to your marketing plan. We have been advertising Landry's Restaurants and attractions in both publications for many years and we feel it has been an integral part of our successful visitor marketing program."

- Vice President of Marketing, Landry's Restaurant Group

ADVERTISING RATES

Add \$465 for non-GHCVB member

| FOUR COLOR | 2X | 1X |
|-----------------|---------|---------|
| Full page | \$7,440 | \$8,095 |
| 1/2 page | \$4,990 | \$5,425 |
| 1/4 page | \$2,990 | \$3,322 |
| 1/8 page | \$2,230 | \$2,477 |
| Premium Listing | | \$720 |
| Cover 2 | | \$8,825 |
| Cover 3 | | \$8,470 |
| Cover 4 | | \$8,825 |

Added Value:

- Display advertisers will receive a FREE Premium Listing (\$720 value)
- An electronic version of the Guide with links to your ad is available on www.VisitHouston.com

Credit: Advertisers and/or agencies are required to submit credit applications (without approved credit, payment must accompany all copy). Full payment is due within 90 days of invoice date.

PREMIUM LISTINGS

Highlight your business and stand out from the crowd through the purchase of a Premium Listing.

For only \$720 for 6 months you will receive a descriptive enhanced listing with your photo or logo, and up to 45 words of copy.

These premium listings will appear at the beginning of each listing category.

Display advertisers will receive a Premium Listing for FREE.

AD SIZE DIMENSIONS

| AD SIZE | WIDTH | DEPTH |
|---------------------|--------|--------|
| 2-Page Spread | 14" | 10.25" |
| Full Page Bleed | 7" | 10.25" |
| Trim Size | 6.75" | 10" |
| Live Matter | 5.75" | 9" |
| 1/2 Page Vertical | 2.812" | 9" |
| 1/2 Page Horizontal | 5.75" | 4.437" |
| 1/4 Page Square | 2.812" | 4.437" |
| 1/8 Page Vertical | 1.307" | 4.437" |
| 1/8 Page Horizontal | 2.812" | 2.156" |

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: 7" x 10.25" Includes 1/8" bleed on all sides

Trim Size: 6.75" x 10"

Live Matter: 5.75" x 9"

Live matter should not fall closer than 3/8" to trim.

Data Formats: PDFx1A files only.

For match and metallic ink, consult publisher.

Bleed: No charge. **Preferred Position:** Add 10% to all space units.

WHAT TO SEND

Files via FTP, web upload, or e-mail (see below).

Via e-mail (7MB attachment limit):

ads@texasmonthly.com

If your e-mail bounces back, please use another method.

Via web upload through your browser:

Visit texasmonthly.com/upload for electronic submission. Acceptable hard-copy proofs must be sent for all electronically submitted ads.

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. All files must be stuffed or zipped to a single compressed file before sending. The file's name MUST include the advertiser's name.

WHERE TO SEND

Via trackable overnight delivery:

TEXAS MONTHLY

Attention: Ad Trafficking/

Houston Visitor's Guide

816 Congress, Suite 1700

Austin, TX 78701

512-320-6991

Via E-mail (25MB attachment limit):

ads@texasmonthly.com

If your e-mail bounces back,

please use another method.

