



MapHouston & Galveston

RATES

PUBLICATION DATES

- April (Spring/Summer)
- October (Fall/Winter)

CIRCULATION

- 400,000 MAPS annually (200,000 each issue)

CLOSE & MATERIALS

Spring/Summer

Close: Feb. 22 **Materials Due:** Mar. 1

Fall/Winter

Close: Aug. 23 **Materials Due:** Aug. 27



ADVERTISING RATES

(Annual - 2X)

(1X)

	(Annual - 2X)	(1X)
Logo Listing	\$2,400	\$1,440
Single Unit	\$4,700	\$2,820
Double Unit	\$8,460	\$5,076
Triple Unit/Full Panel	\$11,986	\$7,196
Back Cover	\$14,982	\$8,990
Extra Logo	\$100	\$100
Special Positioning	10% Additional	

MAP is a full color publication. All rates are net, based on 4-color process reproduction from advertiser-supplied electronic files. Rates do not include production charges.



For more information or to request a sample map or a personal visit, contact your account executive at:

Laura@AJRMediaGroup.com | 281.650.4352

AJRMediaGroup.com | Phone: 1.800.383.7677

DESIGN SPECIFICATIONS

AD SIZES

Horizontal Units

- Single: 3.604" w x 2.736" h
- Double: 7.333" w x 2.736" h
- Triple: 11.062" w x 2.736" h
- Logo listing:
 - logo (.jpeg only)
 - Up to 50 words (.doc/.txt files only)

Vertical Units

- Double: 3.604" w x 5.590" h
- Triple: 3.604" w x 8.444" h

MAC/PC:

Ad submissions must be PRINT READY (300 dpi @ 100%) converted to CMYK not RGB and may be in the following file formats:

.eps, .jpg, .PDF (generated for high-res print), **.tif, .psd**

If supplying original art please generate in these software applications:

QuarkXPress, Adobe Illustrator, Adobe Photoshop

WE DO NOT ACCEPT FILES IN:

Microsoft Publisher, WordPerfect

MAP FINAL FILES:

MAP files are composed in Quark XPress on the Mac platform. Electronic ads are placed into the grid and output for print. Therefore it is imperative that we are able to import or copy your electronic file into our Quark XPress documents.

AD SUBMISSIONS:

Please upload your ad at <http://Materials.AJRMediaGroup.com> and select the appropriate MAP Houston city from the dropdown menu. If you have any questions, please contact us.

FONTS:

A copy of all fonts (screen & printer) used in your file must be included with your ad. This will ensure exact duplication. If a font is not included and a copy is not on file, the closest font we have will be substituted.

ADOBE PHOTOSHOP:

To accurately separate color photographs, these files must be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. For quality reproduction, all color files should be 300 dpi, halftones at 300 dpi, and line art should be at least 600 dpi. Also, Photoshop files should not be enlarged or reduced more than 120% once placed into layout program file.