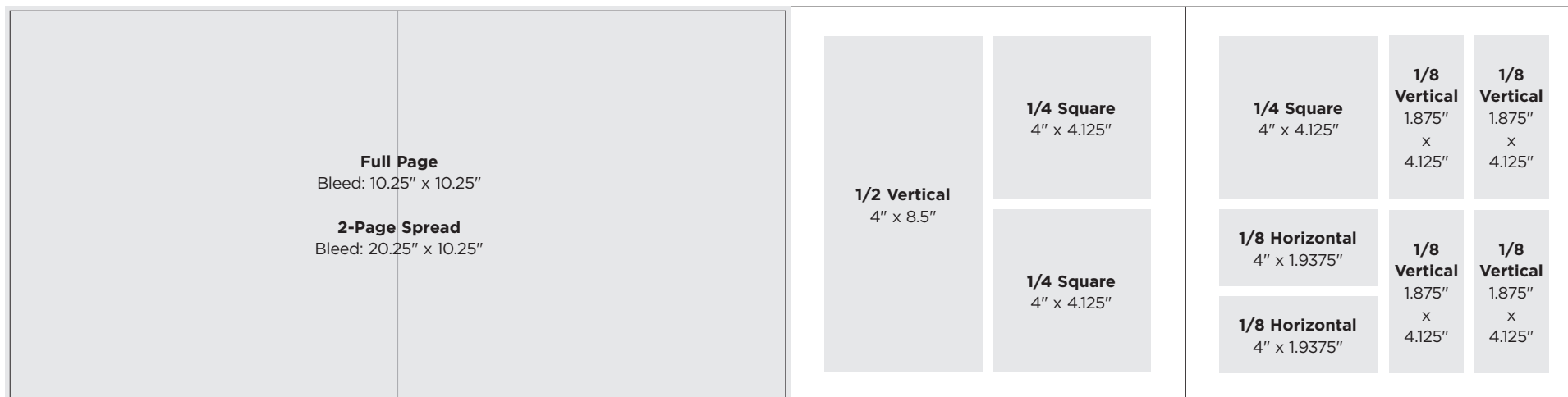


Rates, Specs & Schedules | 2018 HOUSTON WHERE GUESTBOOK®



RATES/SIZES

UNIT	1 ANNUAL
2-Page Spread Display	\$17,000
2-Page Spread Format	\$14,000
Full Page Display	\$10,000
Full Page Format	\$8,000
1/2 Page Display	\$7,500
1/2 Page Format	\$6,500
1/4 Page Display	\$5,000
1/4 Page Format	\$4,000
1/8 Page Display	\$3,500
Back Cover	\$24,000
Inside Back Cover	\$20,000
Opposite TOC	\$12,000
Masthead	\$8,000

SPECIFICATIONS

UNIT	TRIM	BLEED	NON-BLEED/LIVE AREA
2 Pg. Spread	20" x 10"	20.25" x 10.25"	18.5" x 8.5"***
Full Page	10" x 10"	10.25" x 10.25"	8.25" x 8.5"*
1/2 Vertical	4" x 8.5"		USEFUL MEASUREMENTS 1/8 = .125 7/8 = .875 1/4 = .25 5/16 = .3125 1/2 = .5 15/16 = .9375
1/4 Square	4" x 4.125"		
1/8 Vertical	1.875" x 4.125"		
1/8 Horizontal	4" x 1.9375"		

ADVERTISING DEADLINE

ISSUE	AD CLOSE	MATERIALS DUE
July	May 18	May 25

*Live Area, 1 page: Please keep all important/livematters such as text, addresses and branding within this dimension to ensure it's inclusion on the page after the manufacturing process.

**Live Area, spread: Please keep all important/livematter within this dimension. Live area width dimension does not include extra space for gutter, please allow a minimum of .375" either side of center line. Do not place important information across center of page.

All ads must conform to the dimensions above. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

Group Formatted Ad Examples | 2018 HOUSTON WHERE GUESTBOOK®

SPECIAL ADVERTISING SECTION

FORMAT AREA NAME

2.7 x 2.8"	2.7 x 2.8"	2.7 x 2.8"
AD HEAD	AD HEAD	AD HEAD

127 wds. Myriad Pro Light SemiExtended. DumTIm re modolore dolore si blamconse magnribb esto dolor ad you magna amet nor dolani nim dolor modolore nibb et lam am, sum volor lura dti autat velis etuatat nismodo loserat alisat nibb exercif fer do lesa smoduaptate. Blamconse magnribb esto dolor magna amet nos nibb et lam am, sum volor lura dti moitt vuf you magna amet nos dolent nim dolore modolore nibb et lam am, sum volor lura dti autat velis etuatat am, sum volor lura dti moitt v autat velis etuatat am, sum ul

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XXX Street Name, City Name
XXXXXXX
www.url.com

best dressed
NEW YORK

XXX Street Name, City Name
XXXXXXX
www.url.com

Starbright
floral design

XXX Street Name, City Name
XXXXXXX
www.url.com

EMPLOYEE OWNED

2 WHERE GUESTBOOK

3 Per Page Group or Format Ads

1 photo 2.7" x 2.8"
Text 127 words

SPECIAL ADVERTISING SECTION

FORMAT AREA NAME

4 x 3.8"	4 x 3.8"
AD HEAD HERE	AD HEAD HERE

110 wds. Myriad Pro Light SemiExtended. DumTIm re modolore dolore si blamconse magnribb esto dolor ad you magna amet nor dolani nim dolor modolore nibb et lam am, sum volor lura dti autat velis etuatat nismodo loserat alisat nibb exercif fer do lesa smoduaptate. Blamconse magnribb esto dolor magna amet nos nibb et lam am, sum volor lura dti moitt vuf you magna amet nos dolent nim dolore modolore nibb et lam am, sum volor lura dti autat velis etuatat am, sum volor lura dti moitt v autat velis etuatat am, sum ul

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XXX Street Name, City Name
XXXXXXX
www.url.com

IZARIN FABRICS

XXX Street Name, City Name
XXXXXXX
www.url.com

2 WHERE GUESTBOOK

2 Per Page Group or Format Ads

1 photo 4" x 3.8"
Text 154 words

SPECIAL ADVERTISING SECTION

GROUP AREA NAME

2.9 x 1.7"	AD HEAD HERE
2.9 x 1.7"	AD HEAD HERE
2.9 x 1.7"	AD HEAD HERE
2.9 x 1.7"	AD HEAD HERE

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XXX Street Name, City Name
XXXXXXX
www.url.com

2 WHERE GUESTBOOK

4 Per Page Group or Format Ads

1 photo 2.9" x 1.7"
Text 110 words

SPECIAL ADVERTISING SECTION

GROUP AREA NAME

1.875 x 2.24"	AD HEAD	1.875 x 2.24"	AD HEAD
1.875 x 2.24"	AD HEAD	1.875 x 2.24"	AD HEAD
1.875 x 2.24"	AD HEAD	1.875 x 2.24"	AD HEAD

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XXX Street Name, City Name
XXXXXXX
www.url.com

Chicago Book Name, 300 Elm St.,
Tel: 312.467.1271

Chicago Book Name, 300 Elm St.,
Tel: 312.467.1271

Chicago Book Name, 300 Elm St.,
Tel: 312.467.1271

Chicago Book Name, 300 Elm St.,
Tel: 312.467.1271

4 WHERE GUESTBOOK

6 Per Page Group or Format Ads

1 photo 1.875" x 2.24"
Text 50 words

Technical Information | 2018 HOUSTON WHERE GUESTBOOK®

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications, as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. One-bit images (such as black-and-white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 300%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof, which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color, as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for, nor does it guarantee, the accuracy or reproduction quality of materials that do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

Digital/Web:

- Be sure to include your Web address in your ad creative.
- Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your website, your Web address must be included in the ad.

SHIPPING INFORMATION

All materials must be received on or before issue closing date.

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

Mail to:

Where® Dallas Fort Worth
14800 Quorum Dr. Suite 140
Dallas, TX 75254
214.522.0050
Group Publisher, Elizabeth Humphreys
elizabeth.humphreys@morris.com

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.