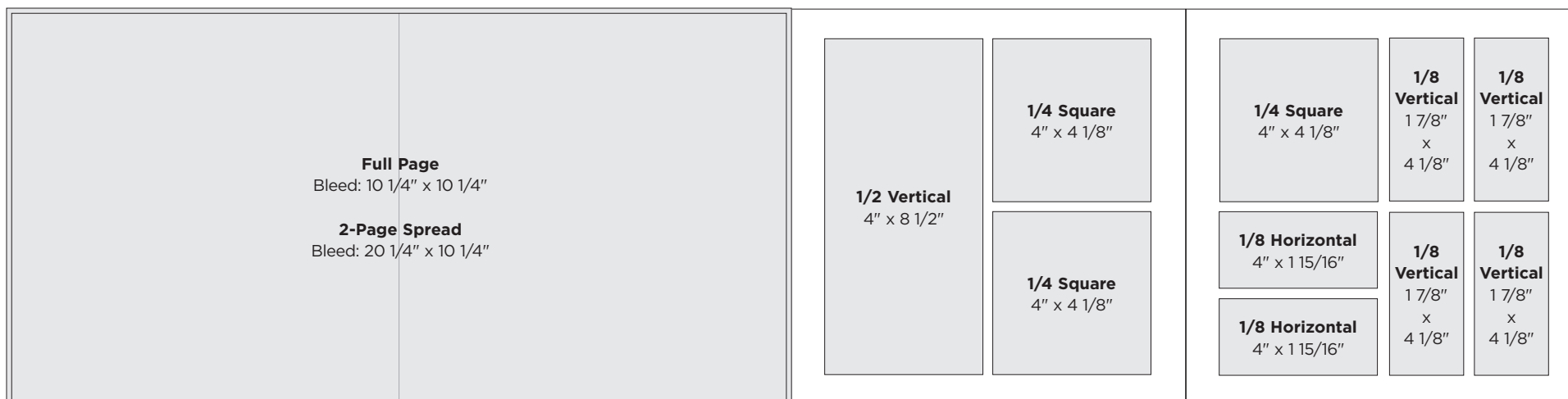


# Rates, Specs & Schedules | 2017 HOUSTON WHERE GUESTBOOK®



## 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	NON-BLEED	BLEED*	LIVE AREA
2 Pg. Spread**	18 1/2" x 8 1/2"	20 1/4" x 10 1/4"	20" x 10"
Full Page	10" x 10"	10 1/4" x 10 1/4"	8 1/4" x 8 1/2"
1/2 Vertical	4" x 8 1/2"		<b>USEFUL MEASUREMENTS</b> 1/8 = .125      7/8 = .875 1/4 = .25      5/16 = .3125 1/2 = .5      15/16 = .9375
1/4 Square	4" x 4 1/8"		
1/8 Vertical	1 7/8" x 4 1/8"		
1/8 Horizontal	4" x 1 15/16"		

## ADVERTISING DEADLINE

ISSUE	AD CLOSE	MATERIALS DUE
July	May 20	May 27

\*Bleed Safety: Keep all live matter 1/4" from the trim size on all four sides.

\*\*Add 1/4" on each side of center line of spine for safety margin.

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.





# Technical Information | 2017 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  
[ElizabethHumphreys@Morris.com](mailto:ElizabethHumphreys@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.