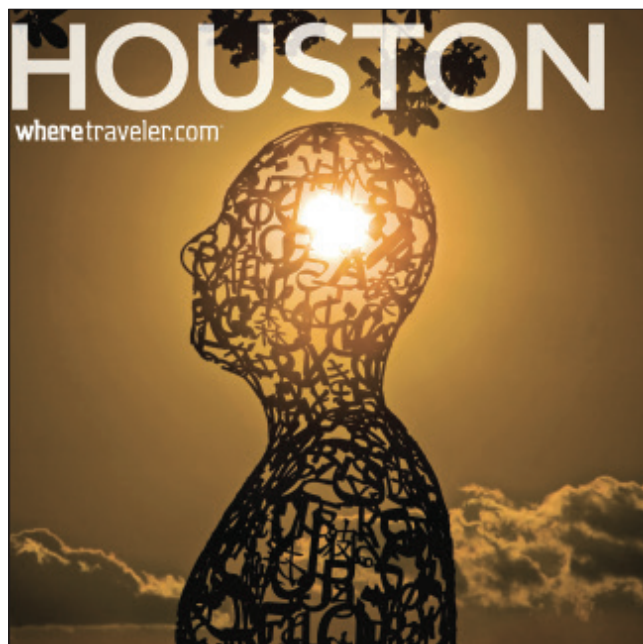


2018 HOUSTON WHERE GUESTBOOK® | The Essence of Houston.



Published since 1937, [Where GuestBook®](#) is distributed exclusively in-room at a select collection of upscale hotels. Available in 56 cities across the U.S. and 92 globally.

Written with affluent travelers in mind, Where GuestBook is an annual, in-room, museum-quality coffee table book that readers are compelled to pick up and linger over—timely yet timeless, elegant, poetic and reflective of the soul and spirit of the city they are visiting. Through stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city.

IN EVERY EDITION

FIRST LOOK

A brief, visual overview of the city and its top attractions. From must-see landmarks to hidden local treasures, this eclectic lineup showcases the area's unique character.

FEATURES

Gorgeous photography, thoughtful articles, insightful essays and celebrity interviews encapsulate the essence of the city, engaging readers who know it well and those who are experiencing it for the first time.

NEIGHBORHOODS

Covering the quintessential and the colorful, these pages provide an overview of the city's principal neighborhoods.

LISTINGS

A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

Demographic Profile | 2018 HOUSTON WHERE GUESTBOOK®



READER DEMOGRAPHICS

Gender	
Male	67%
Female	33%
Average Age	45

Marital Status	
Married	53%
Unmarried*	47%

*single, partnered, separated, widowed, divorced

Affluence	Age
Average Household Income: \$130,000	< 45
Average Household Income: \$149,000	> 45

Education and Employment	
Graduated College+	75%
Post-Graduate Study/Degree	43%
Professional/Managerial Employment	77%

READER ENGAGEMENT

- 78% of readers obtain the book in-room and 12% obtain in their hotel lobby
- Readers spend an average of 44 minutes, in total, reading **Where GuestBook.**
- 50% Where GuestBook readers are repeat readers.
- Readers refer to the book 3 times during their trip.
- Where Guestbook is the primary source for visitor information for 95% of readers
- 94% of readers have taken an action as a result of reading Where Guestbook

Source: 2015 Where GuestBook Reader Profile Study, GfK, MRI

Distribution | 2018 HOUSTON WHERE GUESTBOOK®

Distributed in more than 22,000 hotel rooms and reaching 4.5 million readers annually.



DOWNTOWN/MED CENTER

The Whitehall Houston
 DoubleTree Hotel - Downtown
 Embassy Suites Houston -
 Downtown
 Hilton Americas - Houston
 Hilton Houston Plaza/Medical
 Center
 Hilton University of Houston
 Hotel Alessandra
 Hotel ICON
 Hotel Ylem
 Hotel ZaZa Museum District
 Hyatt Regency Houston
 The Lancaster Houston
 Magnolia Hotel Houston
 Marriott Medical Center
 The Sam Houston Hotel
 The Westin Houston Downtown
 Wyndham Houston - Medical
 Center Hotel & Suites

WOODLANDS/NORTH HOUSTON

DoubleTree by Hilton -
 Intercontinental Airport
 Hilton Houston North (IAH Airport)
 Holiday Inn Express & Suites
 Houston North-Spring Area
 Homewood Suites by Hilton - The
 Woodlands
 Hyatt Market Street - The Woodlands
 Hyatt North Houston (IAH Airport)
 Marriott Houston at George Bush
 George Bush
 Intercontinental Airport Marriott
 Houston North/Greenspoint
 The Woodlands Waterway Marriott
 Hotel and Convention Center
 The Woodlands Resort and
 Conference Center
 Westin Woodlands

UPTOWN/GALLERIA AREA/ SOUTHWEST

Crowne Plaza Galleria
 Crowne Plaza River Oaks
 DoubleTree by Hilton Hotel -
 Greenway Plaza
 DoubleTree Suites by Hilton Hotel -
 Galleria
 Embassy Suites by Hilton - Galleria
 Hilton Houston Post Oak
 Hilton Garden Inn/Houston Galleria
 Hotel Derek
 Hotel Granduca
 Hotel Indigo Houston - Galleria

Hyatt Regency Galleria
 Marriott West Loop - Galleria
 Omni Houston Hotel
 Royal Sonesta Hotel Houston
 Sheraton Suites - Galleria
 The St. Regis Houston
 Sugar Land Marriott Town Square
 The Westin Galleria
 The Westin Oaks Houston - Galleria

GALVESTON/BAY AREA/ HOBBY AIRPORT

The Boardwalk Inn
 Harbor House Hotel & Marina at
 Pier 21
 DoubleTree by Hilton Hotel -
 Houston Hobby Airport
 Holiday Inn Resort Galveston -
 On the Beach
 Holiday Inn - Houston Hobby
 Airport
 Hotel Galvez & Spa
 Marriott South - Houston Hobby
 Airport
 Moody Gardens Hotel Spa &
 Convention Center
 San Luis Resort Spa & Convention
 Center
 South Shore Harbor Resort &
 Conference Center
 Hilton Galveston Island Resort
 The Treemont House

WEST/NORTHWEST

Crowne Plaza Northwest

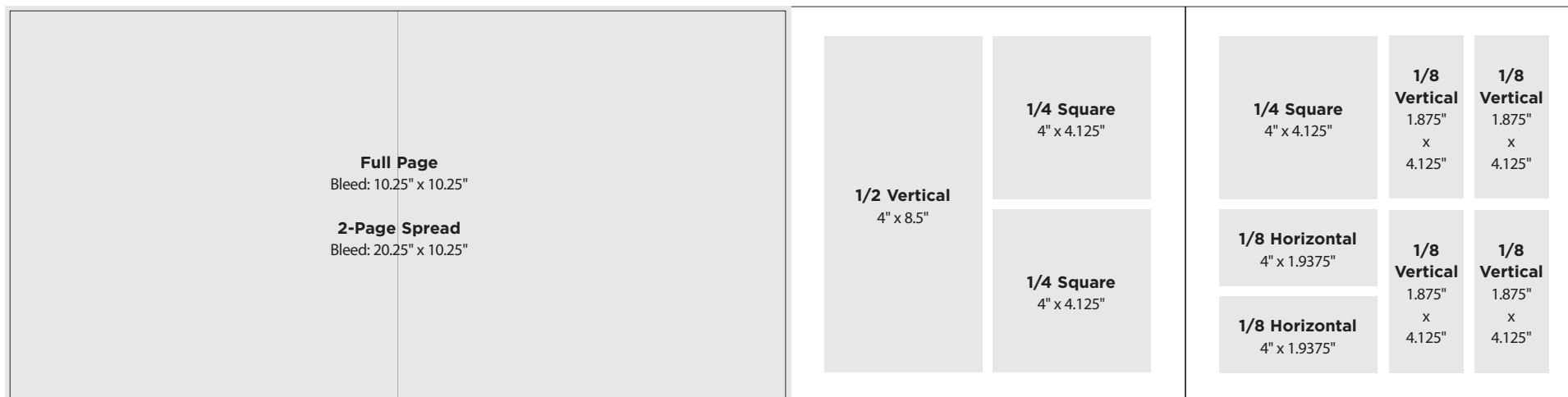
“The WHERE Book is a valuable source of information for local and international guests alike. I am proud to have this publication in my Hotel.
 Marty Oeser, Magnolia Hotel Houston

-Brookhollow
 Embassy Suites by Hilton - Energy
 Corridor
 Four Points by Sheraton -
 CITYCENTRE
 Hilton Houston Westchase
 Hilton Garden Inn Energy Corridor
 Hotel Sorella CITYCENTRE
 Hotel ZaZa Memorial City
 Houston Marriott Energy Corridor
 Marriott Westchase
 Omni Houston Hotel at Westside
 Sheraton Houston Brookhollow
 Hotel
 Sheraton Houston West Hotel The
 Westin Houston - Memorial
 City

ADDITIONAL/ CORPORATE LODGING

Briar Forest Lofts
 Eclipse
 The Halstead

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/live matter 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/live matter 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.

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.