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

<table>
<thead>
<tr>
<th>Gender</th>
<th>67% Male</th>
<th>33% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Unmarried*</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Affluence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Household Income: $130,000</td>
<td>&lt; 45</td>
<td></td>
</tr>
<tr>
<td>Average Household Income: $149,000</td>
<td>&gt; 45</td>
<td></td>
</tr>
<tr>
<td>Education and Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduated College+</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Post-Graduate Study/Degree</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Professional/Managerial Employment</td>
<td>77%</td>
<td></td>
</tr>
</tbody>
</table>

### READER ENGAGEMENT

- 78% of readers obtain the book in-room and 12% obtain it in their hotel lobby.
- Readers spend an average of 44 minutes, in total, reading Where GuestBook.
- 50% of 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 WhereGuestBook 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.

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

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
## Rates, Specs & Schedules | 2018 HOUSTON WHERE GUESTBOOK®

### Rates/Sizes

<table>
<thead>
<tr>
<th>UNIT</th>
<th>1 ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread Display</td>
<td>$17,000</td>
</tr>
<tr>
<td>2-Page Spread Format</td>
<td>$14,000</td>
</tr>
<tr>
<td>Full Page Display</td>
<td>$10,000</td>
</tr>
<tr>
<td>Full Page Format</td>
<td>$8,000</td>
</tr>
<tr>
<td>1/2 Page Display</td>
<td>$7,500</td>
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<tr>
<td>1/2 Page Format</td>
<td>$6,500</td>
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<tr>
<td>1/4 Page Display</td>
<td>$5,000</td>
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<tr>
<td>1/4 Page Format</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/8 Page Display</td>
<td>$3,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$24,000</td>
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<tr>
<td>Inside Back Cover</td>
<td>$20,000</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>$12,000</td>
</tr>
<tr>
<td>Masthead</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

### Specifications

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TRIM</th>
<th>BLEED</th>
<th>NON-BLEED/LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Pg Spread</td>
<td>20” x 10”</td>
<td>20.25” x 10.25”</td>
<td>18.5” x 8.5”**</td>
</tr>
<tr>
<td>Full Page</td>
<td>10” x 10”</td>
<td>10.25” x 10.25”</td>
<td>8.25” x 8.5”*</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4” x 8.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Square</td>
<td>4” x 4.125”</td>
<td>4.125” x 4.125”</td>
<td></td>
</tr>
<tr>
<td>1/8 Vertical</td>
<td>1.875” x 4.125”</td>
<td>4.125”</td>
<td></td>
</tr>
<tr>
<td>1/8 Horizontal</td>
<td>1.875” x 4.125”</td>
<td>4.125”</td>
<td></td>
</tr>
</tbody>
</table>

### Useful Measurements

<table>
<thead>
<tr>
<th>USEFUL MEASUREMENTS</th>
<th>1/8 = .125</th>
<th>7/8 = .875</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 = .25</td>
<td>5/16 = .3125</td>
<td></td>
</tr>
<tr>
<td>1/2 = .5</td>
<td>15/16 = .9375</td>
<td></td>
</tr>
</tbody>
</table>

### Advertising Deadline

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>May 18</td>
<td>May 25</td>
</tr>
</tbody>
</table>

*Live Area, 1 page: Please keep all important/live matter such as text, addresses and branding within this dimension to ensure its 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.
Designed to flow seamlessly with editorial features and listings sections, full-page formatted ads have a clean, sophisticated design that grabs readers' attention.

Full-Page Format
3 photos 4” x 2.5”
Text 310 words

Full-Page Format Alt.1
1 photo 6.375” x 4.14”
2 photos 1.8” x 2”
Text 200 words

Full-Page Format Alt.2
1 photo 5” x 5.3”
2 photos 2.5” x 2.4”
Text 156 words
TECHNICAL INFORMATION

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.