

# The Essence of San Antonio

2014-2015 SAN ANTONIO WHERE GUESTBOOK®



**Where GuestBook®** written with affluent travelers in mind. 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.

## DISTRIBUTION & READERSHIP

Published since 1937, Where GuestBook is distributed exclusively in-room at more than 1,850 high-end 3-, 4- and 5-star hotels. Available in 34 cities throughout the U.S., plus Hong Kong, Where GuestBook has an annual hotel room circulation of 482,000 and an annual readership of 56.7 million.\*

\*Source: 2008 Where GuestBook® Readership Study, MMR (Monroe Mendelsohn Research), Custom Media Research

## UNIQUE TO WHERE GUESTBOOK®

- Exclusive, in-room hotel book
- Published for 71 years
- 35 cities
- 482,000 hotel room distribution
- Annual readership of 56.7 million



The traveler. The hotel guest. In their hotel room. At the concierge. Out on the town. Where GuestBook® guides them throughout their stay and along the way. We bring the sights. The sounds. The tastes. The culture. The shops. The neighborhoods. The art. The fun. The city. Where GuestBook®.

## WhereGuestBook®.

Written with affluent travelers in mind, Where GuestBook® is an annual, museum-quality coffee-table book that delights readers with a savvy, insider's view and a modern, eye-catching look, and is distributed exclusively in-room at more than 1,850 high-end hotels. Featuring

insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city. While the look is timeless, it's also timely: The book's cutting-edge Dynamic Offers® program enables advertisers to update their message 24/7 on [Wheretraveler.com](http://Wheretraveler.com).

**Published since 1937,  
Where GuestBook  
is distributed  
exclusively in-room at  
a select collection  
of upscale hotels.  
Available in 34 cities  
throughout the U.S.,  
and in Hong Kong.**



## 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

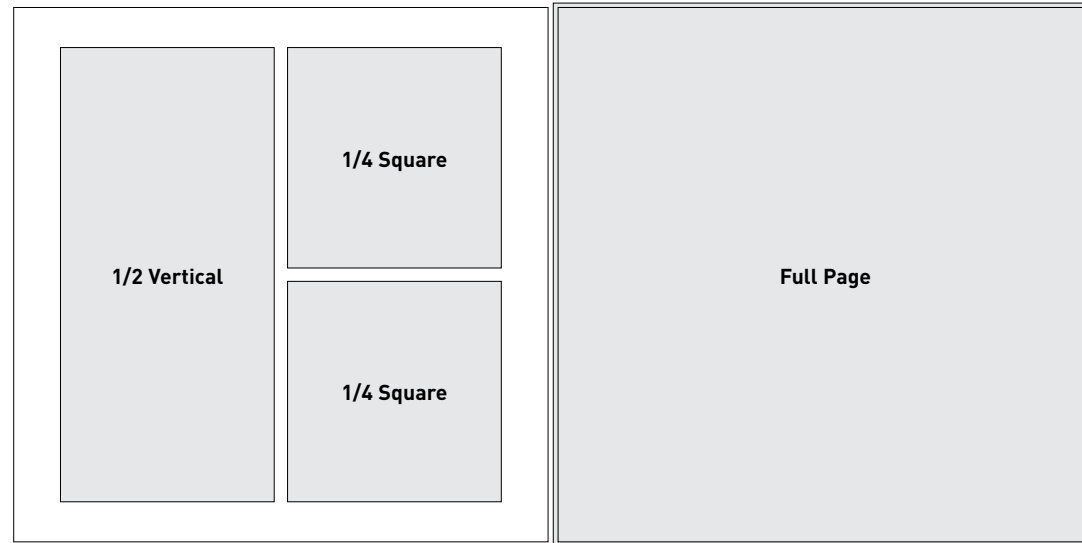
Covering the quintessential and the colorful, these pages provide an overview of the city's principal neighborhoods.

### • 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.

## Ad rates and sizes

2014-2015 SAN ANTONIO WHERE GUESTBOOK®



UNIT	1 ANNUAL
2 Page Spread Display	\$20,620
Page Spread Format	\$20,620
Full Page Display	\$11,030
Full Page Format	\$11,030
1/2 Page Display	\$6,620
1/2 Page Format	\$6,620
1/3 Page Format	\$5,200
1/4 Page Display	\$4,410
1/4 Page Format	\$4,410
Opposite TOC	\$13,230
Cover 3	\$16,540
Cover 4	\$19,850



# Display ad specifications

## 2014-2015 SAN ANTONIO WHERE GUESTBOOK®

UNIT	TRIM	BLEED*	NON-BLEED
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"		

\*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 above dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

### BAREBONES SPECIFICATIONS

**Colors:** CMYK process only

**Fonts:** Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

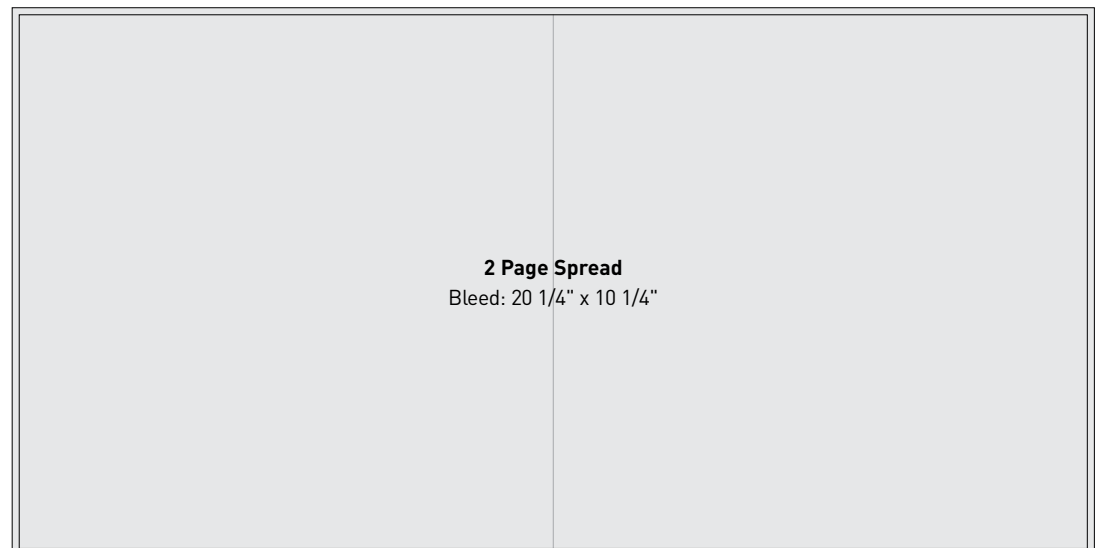
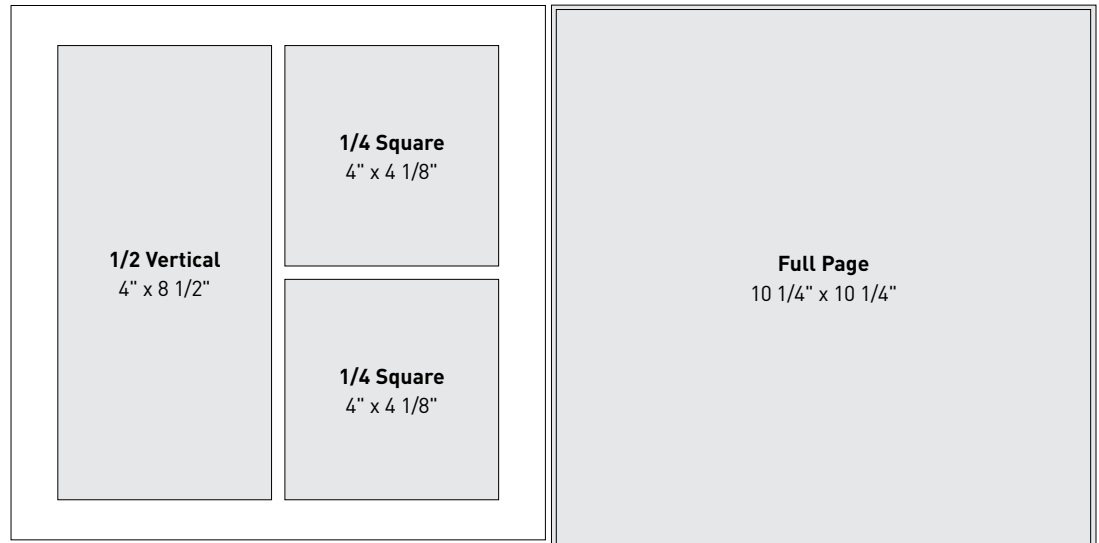
**Files:** We prefer PDF/x1a when properly created from files that conform to our specifications. We can accept native files InDesign and Quark, with Photoshop (bitmap) and Illustrator (vector) images.

**Delivery:** DVD or CDR (e-mail available if 10MB or less contact your sales rep for e-mail address.)

**Or mail to:**

Where Dallas, Attn: Where San Antonio  
 14800 Quorum, Ste. 475  
 Dallas, TX 75254  
 (214) 522-0050

**Live Area:** All critical matter must be kept within the nonbleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.





## Distribution

### 2014-2015 SAN ANTONIO WHERE GUESTBOOK®

Reaching over 1.1 million readers annually and distributed in over 10,000 hotel rooms



#### Proudly distributed at these locations:

Courtyard Marriott- Riverwalk  
Crowne Plaza San Antonio Airport  
Doubletree Hotel- Airport  
Doubletree Hotel- Downtown  
Drury Inn- La Cantera  
Embassy Suites Hotel Northwest  
Embassy Suites Hotel- Airport  
Emily Morgan Hotel  
The Fairmount Hotel  
Four Points by Sheraton- Northwest  
Grand Hyatt San Antonio  
The Havana Riverwalk Inn  
Hotel Eilan  
Hilton Palacio Del Rio  
Hilton San Antonio Airport  
Historic Crockett Hotel

Holiday Inn Riverwalk  
Hotel Contessa  
Hotel Indigo  
Hotel Indigo San Antonio- Alamo  
Hotel Valencia Riverwalk\*  
Hyatt Regency San Antonio  
Marriott Northwest  
Marriott Plaza San Antonio  
Marriott Rivercenter  
Marriott Riverwalk  
The Menger Hotel  
Mokara Hotel & Spa  
Omni La Mansion del Rio  
Omni San Antonio Hotel at the Colonnade  
Riverwalk Plaza Hotel  
Sheraton Gunter Hotel, San Antonio  
The St. Anthony, Historic Hotel

Towne Place Suites by Marriott  
The Westin Riverwalk  
Wyndham Riverwalk San Antonio

Additional Distribution  
CWS Corporate Housing  
Rackspace Hosting



\*Lobby Distribution Only  
Distribution is AAM audited.

Includes distribution points as of Oct. 4, 2013.  
Subject to change without notice.

# Group or Format Ad Examples

## 2014-2015 SAN ANTONIO WHERE GUESTBOOK®

SPECIAL ADVERTISING SECTION

AD HEAD  
AD SUBHEAD

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

PRADEEP'S  
• INDIAN CUISINE •

AD HEAD

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www.url.com

3 Per Page Group or Format Ads

The beauty of format advertising in Where: Clean, editorial-looking presentations of your business, showing key points all travelers should know about you.

Easy to participate: All you need is a photo, logo and the most impressive aspects of your products, services, hours and location.

Affordable: Format ads save you money as there is no outside ad agency or graphic design needed.

SPECIAL ADVERTISING SECTION

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4 Per Page Group or Format Ads

SPECIAL ADVERTISING SECTION

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4 Per Page Group or Format Ads

SPECIAL ADVERTISING SECTION

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8 Per Page Group or Format Ads

SPECIAL ADVERTISING SECTION

GROUP OR FORMAT AD

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8 Per Page Group or Format Ads

# Full Page Formatted Ad Examples

## 2014-2015 SAN ANTONIO WHERE GUESTBOOK®

SPECIAL ADVERTISING SECTION



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Veal Medallions with Colossal Tiger Prawns and house made desserts like Grand Manier Soufflé and imaginative pastries. Sunday Brunch features A la Carte plated Brinees; Gourmet Salad Station; Cheese Station; Seafood Station with Lobster Shooters; Smoked Salmon & Trout; and the Dessert Station with made to order Cherries Jubilee, Bananas Foster and Gherardelli Chocolate Fountain.

The Carnelian Room's extraordinary 40,000-bottle wine cellar of imported and domestic vintages has been honored for over 20 years with the prestigious Grand Award from Wine Spectator magazine.

Lounge opens daily from 3pm and dinner nightly from 6pm. Sunday Brunch 10-2:30pm. Dress is casual elegance with jackets for gentlemen in the dining room. TI Private dining and meeting rooms are available.

**XXX Street Name Here, City Name Here, XXXXXXXXXX, XXXXXXXXXX**  
[www.url.com](http://www.url.com)

**Carnelian Room**

**Menu Highlights**  
**Menu Subhead**  
 Menu Items Here  
 Sea Scallops  
 Oyster & Seafood Platter  
 Wild Mushroom Risotto  
 Trio of Soups  
**Salads**  
 Organic Baby Beet Salad  
 Dungeness Crab with Hearts of Palm  
 Classic Caesar Salad  
**Entrées**  
 Roasted Colorado Rack of Lamb  
 Flambéed Beef Tenderloin  
 Crusted Wild Salmon  
**Local and domestic wines**  
 Award Winning 40,000 Bottle Cellar



7 WHERE GUESTBOOK

Full Page with Menu Format

SPECIAL ADVERTISING SECTION



### AD HEAD

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Full Page Format Alt.2

SPECIAL ADVERTISING SECTION



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 Award Winning 40,000 Bottle Cellar



Full Page with Menu Format Alt. 1

SPECIAL ADVERTISING SECTION



### AD HEAD

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 Award Winning 40,000 Bottle Cellar



Full Page Format

SPECIAL ADVERTISING SECTION



### AD HEAD

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Full Page Spread Format

SPECIAL ADVERTISING SECTION



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Full Page with Menu Format Alt. 2

SPECIAL ADVERTISING SECTION



### AD HEAD

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Full Page Format Alt.1

Designed to flow seamlessly with editorial features and listings sections, full-page formatted ads have a clean, sophisticated design that grabs readers' attention.

# Technical Information

## 2014-2015 SAN ANTONIO 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 guarantees the accuracy or reproduction quality of materials which 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.

### SHIPPING INFORMATION

**ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.**

#### SHIPPING INFORMATION

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.

#### OR MAIL TO:

Where Dallas, Attn: San Antonio  
14800 Quorum, Ste. 475  
Dallas, TX 75254  
(214) 522-0050

#### WEB ADDRESS

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 Web site, your Web address must be included in the ad.

### 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.