

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.

**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

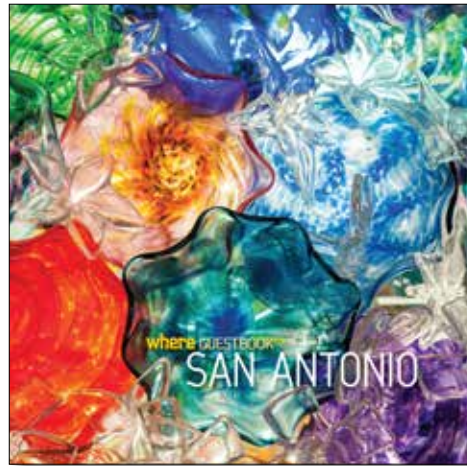
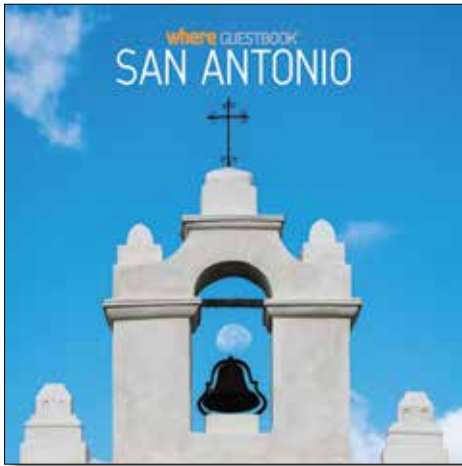
A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

wheretraveler.com

Member of the  Morris Media Network

Demographic Profile

2015-2016 SAN ANTONIO WHERE GUESTBOOK®



Reader Demographics

Gender

Male	67%
Female	33%

Average Age 45

Marital Status

Married	53%
Unmarried*	47%

*single, partnered, separated, widowed, divorced

Affluence

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

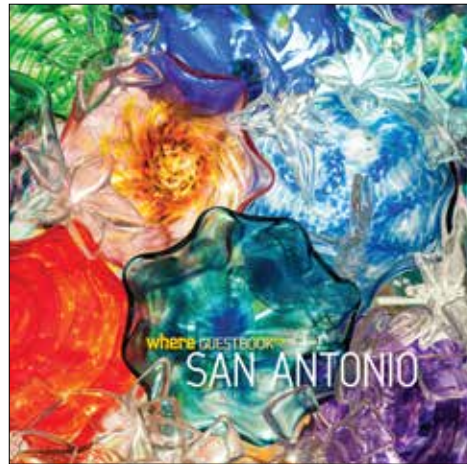
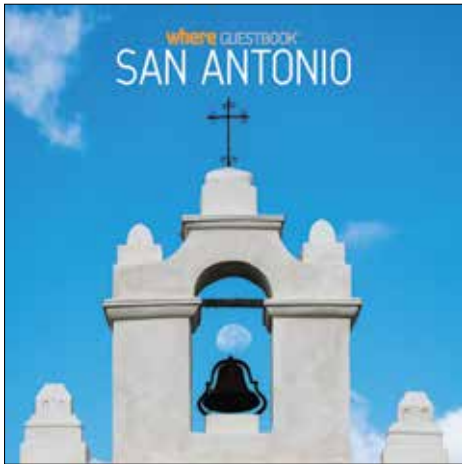
- 78% of readers obtain the book in-room and 12% obtain in their hotel lobby
- Readers spend an average of 44 minutes, in total, reading **Where GuestBook**.
- 50% Where GuestBook readers are repeat readers.
- Readers refer to the book 3 times during their trip.
- Where Guestbook is the primary source 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

2015-2016 SAN ANTONIO WHERE GUESTBOOK®

Reaching over 2.64 million readers annually and distributed in over 10,000 hotel rooms



Proudly distributed at these locations:

Airport

Crowne Plaza
DoubleTree by Hilton
Embassy Suites
Hilton Hotel

La Cantera & I-10

Drury Inn & Suites La Cantera
Embassy Suites Northwest
Eilan Hotel & Spa
La Cantera Hill Country Resort
Marriott Northwest

Omni San Antonio Hotel at the Colonnade
Wyndham Garden San Antonio

Downtown

Courtyard Marriott Riverwalk
The Crockett Hotel
DoubleTree by Hilton Hotel
The Emily Morgan Hotel
The Fairmount Hotel
Grand Hyatt San Antonio
Hilton Palacio del Rio
Holiday Inn Riverwalk
Holiday Inn Market Square*

Hotel Contessa
Hotel Havana
Hotel Indigo Alamo
Hotel Indigo Riverwalk
Hotel Valencia Riverwalk*
Hyatt Regency
Marriott Northwest
Marriott Plaza
Marriott Rivercenter
Marriott Riverwalk
The Menger Hotel
Mokara Hotel & Spa
Omni La Mansión del Rio
Riverwalk Plaza Hotel

Sheraton Gunter Hotel
The St. Anthony
TownePlace Suites by Marriott
The Westin Riverwalk
Wyndham Riverwalk

Additional Distribution

CWS Corporate Housing
Rackspace Hosting

*Lobby Distribution Only.



Ad Rates and Sizes

2015-2016 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"	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 1/8"		

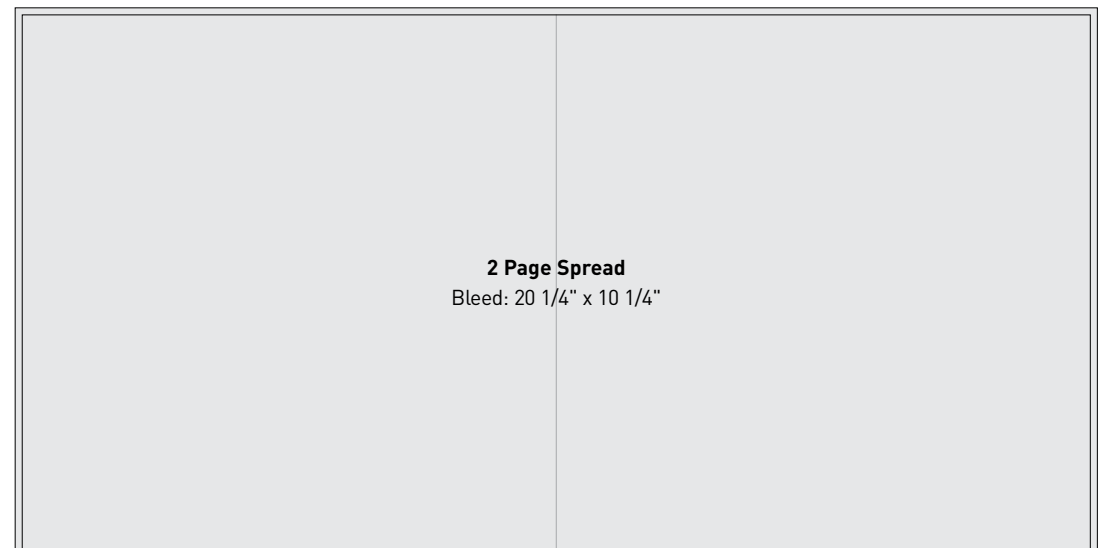
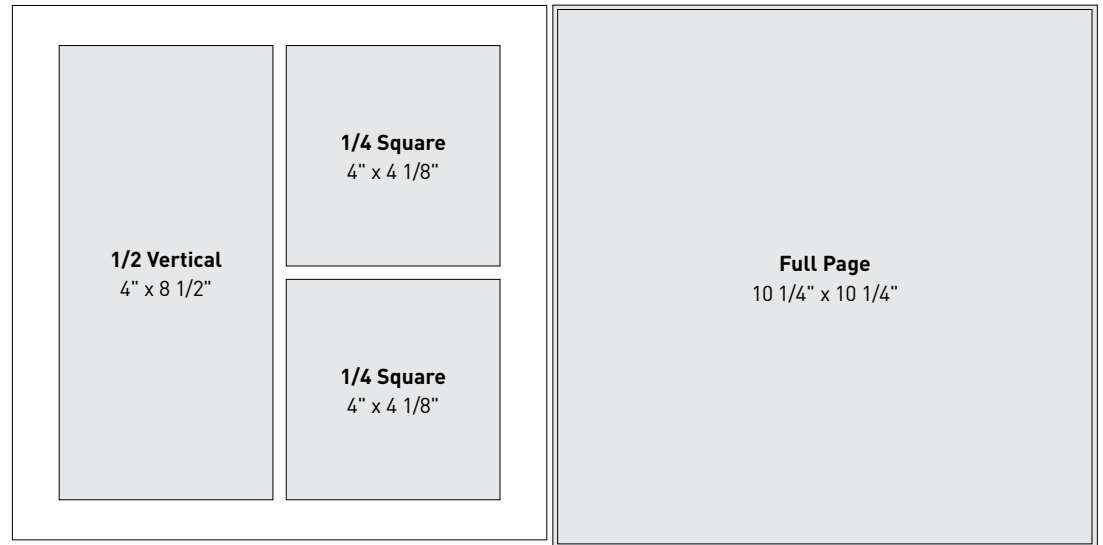
*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.

**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.

Ad materials are due: August 20, 2015

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



Full Page Formatted Ad Examples

2015-2016 SAN ANTONIO WHERE GUESTBOOK®

SPECIAL ADVERTISING SECTION



AD HEAD

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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

Menu Highlights
Menu Subhead
 Menu Items Here
 See Scallop

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



Carnelian Room

Full Page with Menu Format

SPECIAL ADVERTISING SECTION



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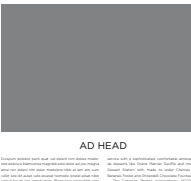
Local and domestic wines
 Award Winning 40,000 Bottle Cellar



Carnelian Room

Full Page Format Alt.2

SPECIAL ADVERTISING SECTION



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Carnelian Room

Full Page Spread Format

SPECIAL ADVERTISING SECTION



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Carnelian Room

Full Page with Menu Format Alt. 1

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Carnelian Room

Full Page with Menu Format Alt. 2

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Carnelian Room

Full Page Format

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Carnelian Room

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

2015-2016 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.