

We are pleased to announce the newest edition of the Arlington Official Visitor's Guide. Published annually, this guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Arlington Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote the city as a premier travel destination. The Arlington Official Visitor's Guide is a convenient resource for travelers and includes:

- *Maps*
- *Attractions*
- *Arts & Culture*
- *Shopping*
- *Dining & Nightlife*
- *Accommodations*
- *Calendar of Events*
- *Sports*
- *Suggested Itineraries*



In addition to the printed piece, the Arlington Official Visitor's Guide will also be available in a [digital version](#). In an effort to extend the reach of your ad, we will feature clickable advertiser links in this platform.

ARLINGTON VISITORS

- 14 million visitors come to Arlington every year and collectively spend an estimated \$1.4 billion.
- 75% of visitor's guide readers report that the guide influenced what attractions they attended.
- 98 percent of readers spent more than 1.5 minutes looking through the guide.
- Two out of five readers refer to the guide prior to and during travel.

DEADLINES

Advertising Reservation
March 15, 2021

Ad Materials Due
March 24, 2021

DISTRIBUTION

70,000 copies distributed to local hotels and various vendors and information centers in the area.

ADVERTISING RATES

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$6,795
Full page	\$5,195
1/2 page (H or V)	\$2,795
1/3 page (H or V)	\$1,995
1/6 page	\$1,095

Publication Specifications

Trim Size:
6.5" x 9.75"

Live Matter:
6" x 9.25"

Live matter should not fall
closer than 1/4" to trim.

For match and metallic ink, consult
publisher. Bleed: No charge. Preferred
Position: Add 10% to all space units.

Advertising should be submitted
in digital format. All images and
elements should be placed at 100%
in CYMK to SWOP standards with a
minimum resolution of 300 dpi.

Ad Dimensions

Covers/Full Page
6.75" x 10"

1/2 Page Horizontal
5.5" x 4.31"

1/2 Page Vertical
2.69" x 8.75"

1/3 Page Horizontal
3.5" x 4.8"

1/3 Page Vertical
1.92" x 8.75"

1/6 page
2.69" x 2.84"

To upload your ad file

Please upload your ad materials (PDF, JPEG,
TIFF, or .zip file) by visiting <https://www.texasmonthly.com/upload-ad/>

Be sure to fill out all information, and choose
the title your ad is appearing in. If you prefer
to ship your file on disk, please use the address
under "Shipping Address for Ad Materials"
section.

File Format

Print-ready PDFs are preferred; also acceptable
are InDesign, Illustrator, Photoshop, EPS,
or TIFF files with all supporting layout
files, images and fonts included. Macintosh-
originated files preferred. We may not be
able to accept Windows or non-standard file
formats.

Images

Print:
CMYK, 300 dots per inch,
EPS format.

Spot Colors

All spot/PMS colors must be converted to
CMYK by the advertiser; if not, TMCP will do
so and bears no responsibility for color shifts.

Density

Do not exceed 300% of all four colors in any
area.

Proofs

Please submit a proof from a SWOP-certified
proofing device for color ads. TM is not
responsible for color accuracy when ads are
submitted without a SWOP-certified proof.

Confirming Proofs

TM does not supply confirming proofs. If we
must make a change to your ad we may, at our
discretion, e-mail you a confirming screenshot
JPEG or PDF.

To Send your ad file

Please submit a CD or DVD with all ad
files (including supporting layout files when
applicable), an acceptable proof, and contact
information in case we have a problem with
your ad.

Shipping Address for Ad Materials
Please send ad materials via trackable
overnight delivery service to:

Texas Monthly
Attn: Ad Trafficking / Arlington OVG
816 Congress Avenue, Suite 1700
Austin, TX 78701
512.320.6991

Cancellations

Cancellation of any part of a contract voids
all rate and position agreements. Neither the
advertiser, the advertising agency, nor their
agents may cancel after the closing date. No
cancellations, changes, or insertion orders will
be accepted by TM after the closing date. If,
by the materials deadline, TM has not received
copy deemed acceptable for publication, TM
may either repeat the advertiser's most recent
ad that it has published or publish nothing,
charging advertiser and/or advertising agency
for any space reserved by them. The publisher
and the Arlington Convention & Visitor's
Bureau each reserve the right to reject any
advertising wording, substance, or appearance
deemed in the sole discretion of either to be
objectionable, or any URL address to sites
deemed objectionable with or without notice
and whether or not such wording, substance,
appearance, or URL address was previously
acknowledged or published.

Questions

For technical questions regarding
your ad and additional information
regarding materials, contact:
Production Department,
512-320-6991,
ads@texasmonthly.com