

**W**e 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



**2022 Digital Extension:**

All partners will be featured online via a **custom Collections Page on TM.com**. Launching March 2022, this online feature will include editorial content from the Arlington Official Visitor's Guide highlighting partners on their own dedicated space on the Collections Page. The Collections Page will be heavily promoted via: dedicated space on TM.com homepage, high-impact social, and the Arlington CVB e-newsletter! Partners have the opportunity for 100% SOV roadblocked ads around their individual page.

In addition to the printed piece, the guide will also be available in a **digital version**, where we will feature clickable advertiser links. This digital replica will be available for your use and be promoted via Texas Monthly and Arlington CVB social channels.

## ARLINGTON VISITORS

- Over 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*  
**January 17, 2022**

*Ad Materials Due*  
**January 26, 2022**

## DISTRIBUTION

65,000 copies distributed to local hotels and various vendors and information centers in the area.

## ADVERTISING BUNDLES\*

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$6,795
Full page	\$5,195
1/2 page (H or V)	\$2,995
1/3 page (H or V)	\$2,095
1/6 page	\$1,145

\*Advertising Bundles include a Print Ad + Digital Extension.

## 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"

## ROS Ad Sizes

- 970x250
- 970x90
- 728x90
- 300x250
- 300x600
- 320x50

*\*All ROS ads must be in JPEG, GIF, or HTML5 format; max file size is 60kb; please include a click-through URL*

## 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](mailto:ads@texasmonthly.com)