

The Concierge's Partner

2015 HOUSTON WHERE® MAPS



Full-Size Rack Maps

Where® Maps offer the single best visual overview of the city. A must-have for visitors on the go and an essential resource for hotel concierges. Accurate, up-to-date and visually appealing, Where Maps provide the most direct, user-friendly route to the city's top sights, shops, restaurants and entertainment options.

Where Maps include highly detailed cartography showcasing major points of interest, listings, color-coded shading and complete public transportation information. Published in 22 U.S. markets, Where Maps have a total annual circulation of 12.8 million.

UNIQUE TO WHERE® MAPS

- The city's most informative visitor map
- 22 cities with annual circulation of 12.8 million
- 300,000 Houston Circulation

Ad Rates, Closing and Publishing Dates

2015 HOUSTON WHERE® MAPS



One Map. 9 Million Experiences.

Every year, 9 million visitors spend almost \$7.4 billion in **Houston**, and Where **Houston** Map guides these travelers around town and influences their dining, shopping and entertainment selections. More than **300,000** maps are distributed to concierge and information desks in the city throughout the year. Featuring detailed, easy-to-read maps of the **Houston** area, plus listings on what to see and do, Where **Houston** Map is a convenient and user-friendly guide for the city's most active visitors.

SIZE	INCLUDES	NET RATE
1 Full Panel	Map Coordinates and Lisitng	\$4,500
2/3 Panel	Map Coordinates and Lisitng	\$3,240
1/2 Panel	Map Coordinates and Lisitng	\$2,475
1/3 Panel	Map Coordinates and Lisitng	\$1,680
Listing	Map Coordinates	\$675
Enhanced Listing	Map Coordinates	\$1,046
Back Cover	Map Coordinates and Lisitng	\$5,400

Where Houston Map Benefits

- ➔ Where Maps is a trusted brand, guiding visitors in 22 cities nationwide.
- ➔ It's cost effective, connecting you with the visitor market at a low CPM.
- ➔ Repeat exposure—visitors will use Where **Houston** Map many times during their trip.
- ➔ A map locator pinpointing your location will bring visitors directly to your door.

Source: Houston Convention & Visitors Bureau

Having your advertisement prominently displayed in Where Houston Map, guarantees that travelers will know about your business and how to find you.

Ad Specifications & Mechanical Requirements

2015 HOUSTON WHERE® MAPS



Full Panel
3 1/8" x 8"
(no bleed)

Back Cover Full Panel
3 5/8" x 8 1/2" (trim)
3 7/8" x 8 3/4" (bleed)

2/3 Panel
3 1/8" x 5 1/4"

1/3 Panel
3 1/8" x 2 1/2"

1/2 Panel
3 1/8" x 3 7/8"

1/4 Panel
3 1/8" x 1 13/16"

Coupon: 3 1/8" x 15/16"

LISTING HEAD

NAME OF PLACE [see facts unum illum
Duisquam dicitur perit quae, vel dicitur enim dicitur
moderum dicitur a diamonone magislibi vobis dicitur
ad pro magna amet nos nibh etiam sem, sunt
velit sem de vobis bore moderum et et ad ad
velit viderat blam ad pro magna amet nos nibh et
Address Street Name, City Name, Zip Code www.
urlwherewhere.org, 415.000.0000 P#1

Enhanced Listings:

- 1" x 1 1/4" photo or logo
- 40-word editorial
- Address
- Phone number
- Web Address
- Map coordinates

LISTING HEAD

NAME OF PLACE [see facts unum illum Duisquam dicitur perit quae, vel dicitur
nem dicitur moderum dicitur a diamonone magislibi vobis dicitur ad pro magna amet
nos nibh etiam sem, sunt vider sem de vobis bore moderum et et ad ad vobis
viderat blam ad pro magna amet nos nibh et Address Street Name, City Name, Zip
Code www.urlwherewhere.org, 415.000.0000 P#1

NAME OF PLACE vider sem de vobis bore moderum et et ad ad vobis viderat
blam ad pro magna amet nos nibh et 1514 Lavin St, between Octavia and Grange
Sts, apt 202 Market St, at Church St, 415-447-4226 www.bopnews.com
415.243.9992 One Chapter Act! C#0, 010

Listings:

- 20-word editorial
- Address
- Phone number
- Web Address
- Map coordinates

BARE-BONES 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: AJR Media
25132 Oakhurst Dr.
Spring, TX 77386
(713) 942-7676

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.

UNIT	TRIM	BLEED*	NON-BLEED
1 Full Panel	3 5/8" x 8 1/2"	3 7/8" x 8 3/4"	3 1/8" x 8"
2/3 Panel	3 1/8" x 5 1/4"		
1/2 Panel	3 1/8" x 3 7/8"		
1/3 Panel	3 1/8" x 2 1/2"		
1/4 Panel	3 1/8" x 1 13/16"		
Coupon	3 3/8" x 15/16"		

USEFUL MEASUREMENTS:

1/8 = .125	7/8 = .875
3/4 = .75	13/16 = .8125
5/8 = .625	15/16 = .9375

*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides. Map full panels bleed on 2 sides (front and back covers only).

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.

Distribution

HOUSTON WHERE® MAPS



Full-Size Rack Maps

Proudly distributed at these locations:

Baytown, TX

Baytown/Galveston Bay KOA
Americas Best Value Inn
Baymont Inn & Suites
Bays Inn & Suites
Baytown Inn
Candlewood Suites
Comfort Suites
Days Inn
Econo Lodge
Hampton Inn
La Quinta Inn- East
La Quinta Inn- West
Palace Inn
Quality Inn
Scottish Inn & Suites
Sleep Inn
SpringHill Suites by Marriott
Super 8 Motel

Channelview, TX

Clarion Inn & Suites
Days Inn
Fairfield Inn by Marriott
Grand Inn
Holiday Inn
La Quinta Inn & Suites
Palace Inn
Scottish Inn
Travelers Inn & Suites

Deer Park, TX

Best Western- Deer Park Inn & Suites
Candlewood Suites
Comfort Suites
Econo Lodge
Gateway Motor Inn
Hampton Inn
Holiday Inn Express
La Quinta Inn & Suites
Super 8 Motel

Highlands, TX

Houston Leisure RV
San Jacinto Riverfront RV Park
Highlands Suites

Galveston/Bay Area

Boardwalk Inn*
Harbor House*
Holiday Inn Resort on the Beach*
Hotel Galvez*
Moody Gardens Hotel Spa*
San Luis Resort*
South Shore Harbor Resort*
The Hilton Galveston Island Resort*
Treemont House*

HOUSTON

HOUSTON-1-10 WEST

Candlewood Suites- Park R
Candlewood Suites- Town & Country
Crowne Plaza- Brookhollow*
Drury Inn- West
Embassy Suites- Energy Corridor*
Extended Stay Deluxe
Fairfield Inn by Marriott
Four Points Sheraton- Memorial City*
Hilton Garden Inn
Holiday Inn- Energy Corridor
Holiday Inn Express- Energy Corridor
Holiday Inn Express- West Energy
Holiday Inn Express- Memorial Park
Hotel Sorella - Memorial City*
Howard Johnson Express Inn
Hyatt House
La Quinta Inn
La Quinta Inn & Suites- Energy Corridor
La Quinta Inn & Suites- Katy
Marriott- Energy Corridor*
Marriott Houston- Westchase*
Memorial Inn & Suites
Motel 6
Omni Houston - Westside*
Quality Inn & Suites
Red Roof Inns
Residence Inn by Marriott
Residence Inn- Energy Corridor
Sheraton Houston - Brookhollow*
Sheraton Houston West*
Springhill Suites I-45 North
Studio 6
Super 8 Motel
TownePlace Suites by Marriott
Westin - Memorial City*

HOUSTON-610 Loop North

Super 8 Motel

HOUSTON-Astrodomain

Lakeview RV Resort
Americas Best Value Inn
Candlewood Suites- Medical Center
Comfort Suites
Crowne Plaza- Reliant Park
Econo Lodge
Extended Stay Deluxe- Braeswood
Extended Stay Deluxe- La Concha
Hampton Inn
Holiday Inn
Holiday Inn Express
Homestead Studio Suites
La Quinta Inn
MainStay Suites
Medical Center Inn & Suites
Motel 6
Quality Inn & Suites
Raintree Inn & Suites
Residence Inn by Marriott
SpringHill Suites by Marriott

HOUSTON-Clear Lake

Candlewood Suites
Courtyard by Marriott
Ellington Field- Southwest Services
Homewood Suites
Howard Johnson
Microtel Inn & Suites
NASA Parkway Inn
Residence Inn by Marriott
Studio 6
Sun Suites
Super 8 Motel

Distribution

HOUSTON WHERE® MAPS



TownePlace Suites by Marriott

HOUSTON-Downtown

Avis Car Rental
 Best Western- Inn & Suites
 Crowne Plaza Houston- Downtown*
 Doubletree Hotel- Downtown*
 Embassy Suites Downtown*
 Enterprise Car Rental- Louisiana
 Enterprise Car Rental- Travis
 Four Seasons Hotel
 Hilton Americas*
 Holiday Inn Express
 Hotel Icon*
 Hyatt Regency*
 Lancaster Houston*
 Magnolia Hotel Houston*

Residence Inn by Marriott
 Sam Houston Hotel*
 Sleep Inn & Suites
 Westin Downtown* (Inn at Ball Park)

HOUSTON-East Side

Baymont Inn & Suites
 Best Western- Heritage Inn
 Candlewood Suites
 Comfort Inn
 Days Inn
 Holiday Inn
 La Quinta Inn
 La Quinta Inn & Suites
 Premier Inns
 Quality Inn
 Regency Inn & Suites
 Scottish Inn
 Super 8 Motel

HOUSTON-Galleria/South Loop

Crowne Plaza Galleria*
 Doubletree Greenway Plaza*
 Doubletree Guest Suites*
 Drury Inn
 Embassy Suites - near the Galleria*
 Hampton Inn
 Hilton Garden Inn*
 Hilton / Post Oak*
 Homewood Suites
 Hotel Derek*
 Hotel Granduca*
 Hotel Indigo*
 La Quinta Inn
 Omni Hotels*
 Residence Inn by Marriott
 St. Regis of Houston*
 Westin Galleria*
 Westin Oaks*

HOUSTON-Galleria/Westchase

Best Western- Fountainview Inn & Suites
 Best Western- Westchase Mini Suites
 Candlewood Suites- CWS Beltway 8
 Candlewood Suites- Loop Central
 Candlewood Suites- Sam Houston Pwky
 Comfort Suites- Richmond
 Comfort Suites- Wilcrest
 Courtyard by Marriott
 Days Inn & Suites
 Extended Stay America- Sam Houston
 Extended Stay America- Westheimer
 Fairfield Inn by Marriott
 Hilton- Westchase Towers*
 Homewood Suites
 Hyatt Summerfield Suites
 La Quinta Inn & Suites
 Marriott Houston- West Loop*
 Motel 6
 Quality Inn
 Quality Inn & Suites
 Red Roof Inns
 Residence Inn by Marriott
 Royal Sonesta Houston*
 Sheraton Suites*
 Staybridge Suites
 StudioPLUS
 Sun Suites

HOUSTON-Hobby Airport

Capps Van & Car Rental
 Americas Best Value Inn
 Baymont Inn & Suites
 Camelot Inn & Suites
 Comfort Suites
 Country Inn & Suites

Courtyard by Marriott
 Days Inn
 Doubletree Houston Hobby Airport*
 Drury Inn
 Econo Lodge
 Hampton Inn
 Hilton Houston North*
 Holiday Inn
 Holiday Inn Express
 Holiday Inn Express & Suites
 Houston Inn & Suites
 Howard Johnson
 Knights Inn
 La Quinta Inn & Suites
 Marriott Houston Hobby Airport*
 Motel 6
 Mustang Inn & Suites
 Quality Inn
 Scottish Inn
 SpringHill Suites by Marriott
 Super 8 Motel
 Houston East End Chamber- Lobby 1
 Houston East End Chamber- Lobby 2

HOUSTON-Medical Center

Best Western- Plaza Hotel & Suites
 Hilton Houston Plaza*
 Hilton University of Houston*
 Holiday Inn
 Hotel ZaZa*
 Houston Zoo- Visitor Center

HOUSTON-Medical Center, Continued

Jesse H Jones Rotary house
 Marriott Medical Center*
 Wyndham- Medical Center Hotel & Suites*

Distribution

HOUSTON WHERE® MAPS



HOUSTON-Mission Bend

Comfort Suites

HOUSTON-South

Palace Inn & Suites

HOUSTON- Southwest Freeway

Americas Best Value Inn
Americas Inn- Beltway 8
Americas Inn- Gessner
Comfort Inn & Suites
Courtyard by Marriott
Crowne Plaza- River Oaks/Greenway*
Four Points by Sheraton
Greenway Inn & Suites
Hampton Inn & Suites

Hilton Garden Inn
Holiday Inn
Holiday Inn Express
Hotel Preet & Grand Conference Center
Knights Inn
La Quinta Inn- Greenway Plaza
La Quinta Inn- Houston Southwest
Ramada Limited
Residence Inn by Marriott
Sterling Inn & Suites

Katy, TX

Comfort Inn & Suites
Hampton Inn & Suites
Holiday Inn Express
La Quinta Inn & Suites
Motel 6
Residence Inn by Marriott
Super 8 Motel
Katy Chamber- Visitor Center

La Porte, TX

Candlewood Suites
Comfort Suites
Days Inn
Fairway Inn
Garden Suites
Holiday Inn Express
La Quinta Inn
Quality Inn & Suites
Super 8 Motel

Pasadena, TX

Budget Host
Camden Plaza
Days Inn & Suites
Hampton Inn & Suites

La Quinta Inn & Suites- Pasadena
La Quinta Inn & Suites- Sam Houston
Motel 6
Palace Suites
Super 8 Motel

Seabrook, TX

Comfort Inn & Suites
Comfort Suites
Hampton Inn
La Quinta Inn
Quality Inn & Suites

Stafford, TX

All Star RV Resort
Comfort Suites
Courtyard by Marriott
Days Inn
Hampton Inn
Homewood Suites
La Quinta Inn
Quality Inn & Suites
Residence Inn by Marriott
Scottish Inn & Suites
Sleep Inn & Suites
Staybridge Suites
Studio 6
Sun Suites
Super 8 Motel

Sugar Land, TX

Best Western- Sugar Land
Crowne Plaza- Sugar Land
Drury Inn- Sugar Land
Extended Stay Deluxe Hotel
Hilton Garden Inn
Holiday Inn Express
Marriott- Town Square Sugar Land*

Webster, TX

Comfort Suites
Days Inn & Suites
Extended Stay Deluxe
Hampton Inn & Suites
Hilton Garden Inn
Holiday Inn
Holiday Inn Express
Inn Place Hotel
La Quinta Inn & Suites
Motel 6
Oxford Inn & Suites

Woodlands/North IAH

Doubletree Intercontinental*
Holiday Inn Express*
Homewood Suites*
Hyatt Market Street*
Hyatt North- IAH Airport*
Marriott Houston- IAH Airport*
Marriott Houston- N/Greenspoint*
Woodlands Resort & Conference Ctr*
Woodlands Waterway Marriott*

*Where® Guestbook distributon

Distribution points as of July 31, 2014.
Subject to change without notice.

Technical Information

2015 HOUSTON WHERE® MAPS

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 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:

AJR Media
Attn: Where Houston
25132 Oakhurst Dr.
Spring, TX 77386

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.