

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 annnual 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	el Map Coordinates and Lisitng	
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

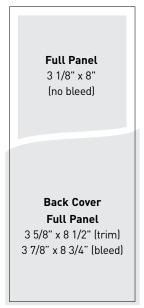
Having your advertisement prominently displayed in Where Houston Map, guarantees that travelers will know about your business and how to find you.

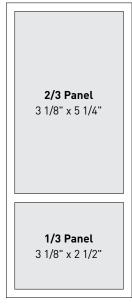


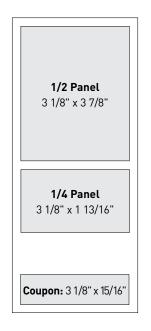
Ad Specifications & Mechanical Requirements

2015 HOUSTON WHERE® MAPS











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"		EASUREMENTS:
1/4 Panel	3 1/8" x 1 13/16"	1/8 = .125 3/4 = .75	5 7/8 = .875 13/16 = .8125
Coupon	3 3/8" x 15/16"	5/8 = .625	

^{*}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 Bavtown Inn Candlewood Suites Comfort Suites Dayss Inn Econo Lodge Hampton Inn La Quinta Inn- Fast 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 Stav Deluxe- La Concha Hampton Inn Holiday Inn Holiday Inn Express Homestead Studio Suites La Quinta Inn MainStav 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* Hvatt 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- Foutainview Inn & Suites Best Western- Westchase Mini Suites Candlewood Suites- CWS Beltway 8 Candlewood Suites- Loop Central Candlewood Suites- Sam Houston Pwkv 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 Hvatt 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* Stavbridge Suites StudioPLUS

HOUSTON-Hobby Airport

Sun Suites

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*

wheretraveler.com



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 Quianta 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.