



Since 1973, *Texas Monthly* has been the indispensable authority on being Texan, reaching 37.4 million readers each month across print, digital, and live events. Audiences in Texas and beyond trust the magazine for coverage and perspective that only *Texas Monthly* can provide.

The *Texas Monthly Studio* has served clients across the state and beyond by publishing custom content that help them communicate with their customers, colleagues, and employees. *Texas Monthly* has chronicled life in contemporary Texas reporting on such vital issues as politics, the environment, the best barbecue and tacos, and the best Texas destinations to visit. As a leisure guide, we continue to be the indispensable authority on the Texas scene, covering music, the arts, travel, restaurants, sports, luxury, and cultural events with insightful recommendations. While we make the most of *Texas Monthly's* years of experience, *Texas Monthly Studio* stands apart as a division with our own staff of designers, project managers, and sales team.

Texas Monthly Studio is an award-winning full-service custom content marketing agency that works to help your brand tell its unique story. We are a multi-disciplined team of producers, designers, and storytellers, who work as an extension of your brand, collaborating to tell your stories. From custom print publications, podcasts, to turnkey video series, *Texas Monthly Studio* is a strategic partner for high-quality branded content that reaches across Texas and beyond to reach local, regional, and national audiences.

Texas Monthly Studio partners include Visit Dallas, Visit Arlington, Visit San Antonio, Visit Frisco, Discover Denton, National Cutting Horse Association, Amegy Bank, Cadillac, Porsche, H-E-B, Central Market, Boot Ranch, Half Price Books, Amegy Bank, Frost Bank, BMW, Texas Parks & Wildlife, Baylor Line Foundation, Perini Ranch, and dozens more national and Texas brands.

We are pleased to present your custom proposal and invite you to be our partner.

Sincerely,

Frank Libro
Senior Vice President | Broadcast & Custom Publishing Sales
Texas Monthly & Texas Country Reporter
214-642-6635
flibro@texasmonthly.com



Visit McKinney – Official Visitors Guide

5,000 Copies

- Creative Services - \$25,000
 - Planning Outline
 - Writing & Editing
 - Copyediting
 - Design & Layout
 - Project Management
- Photography & Illustration - \$2,500
- Printing/Manufacturing = \$12,545
- Freight/Shipping = \$2,000 (estimate)
- **TOTAL = \$42,045**

10,000 Copies

- Creative Services - \$25,000
 - Planning Outline
 - Writing & Editing
 - Copyediting
 - Design & Layout
 - Project Management
- Photography & Illustration - \$2,500
- Printing/Manufacturing = \$13,495
- Freight/Shipping = \$2,000 (estimate)
- **TOTAL = \$42,995**

15,000 Copies

- Creative Services - \$25,000
 - Planning Outline
 - Writing & Editing
 - Copyediting
 - Design & Layout
 - Project Management
- Photography & Illustration - \$2,500
- Printing/Manufacturing = \$14,464
- Freight/Shipping = \$2,000 (estimate)
- **TOTAL = \$43,964**

All Options - Visit McKinney = \$25,000 investment

- \$18,000 by September 30 (NET 30)
- \$7,000 after Oct. 1 – due upon delivery (NET 30)

NOTES:

Photography: Assumes a two-day shoot, with prior planning, to produce a shot sheet of locations/attractions, for efficiency. TM negotiates image usage rights to be used solely for usage in the Visitor's Guide, and or connected to the promotion of the Visitor's Guide via website and social platforms.

Polybag: With the 15,000-quantity option client realizes the economies of scale for printing costs and can access the *Texas Monthly* audience via polybag, directly connecting to qualified consumers with the greatest propensity to travel to McKinney.

Texas Monthly requires the destination to purchase a full-page ad in the issue in which the OVG is being polybagged. The printer has a minimum of 10,000 copies to Polybag with an issue of *Texas Monthly*. Client picks key markets and zip codes for delivery. Polybag = 10,000 copies. Visit McKinney receives 5,000 copies bulk shipped for distribution.

Full-page Ad + Polybag = \$16,906

**Official Victors Guide -
Specifications**

- 6.5 x 9.75
- 48 pages + covers
- 45# gloss text
- 100# gloss text on cover
- saddle stitch
- 4/4 with UV C1S

Client Provides:

- List of McKinney businesses associated with hospitality, travel, recreation and others aligned with travel and visitation content.
- Introduction via crafted letter to partners and businesses notifying them that *Texas Monthly Studio* is the official partner to produce the Official Visitors Guide.
- Access to existing image library
- Access to logos and brand guidelines
- Collaboration with content outline and production timeline

TM Studio Provides:

- Planning Outline
- Writing & Editing
- Copyediting
- Design & Layout
- Project Management
- Photography & Illustration
- Printing/Manufacturing
- Freight/Shipping
- Ad Sales & Advertiser Invoicing (TM retains advertising revenue to go against production costs)

Notes: *It is a pleasure to present our proposal for the project based on the following specifications. Quoted prices are valid for a period of thirty (30) days, after which we reserve the right to revise prices accordingly. Pricing is subject to equipment availability and Customer's approval of the production schedule. Changes in the actual market price of materials will be reflected on the contract.*