



## Advertise in NTX Vol. 9: Healthcare Innovations

NTX Magazine is an award-winning, valuable resource that highlights the economically-thriving and pro-business North Texas region. The publication features information about key industries with facts and data to assist those interested in doing business here.

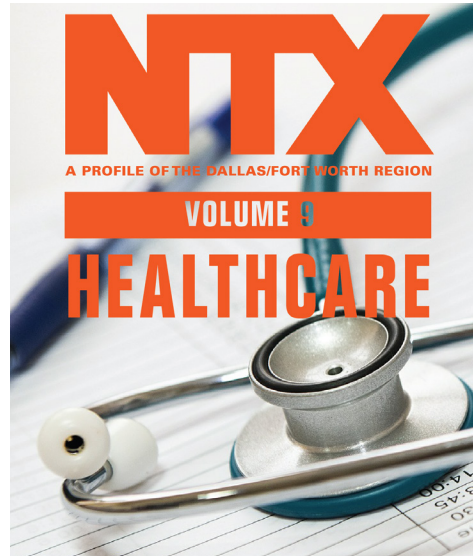
The Summer 2018 issue of NTX Magazine is a glossy, business-to-business publication highlighting **THE HEALTHCARE INDUSTRY, THE FUTURE OF THE WORKFORCE AND MEDICAL INNOVATIONS IN NORTH TEXAS.**

Advertise in NTX Magazine and introduce your business or community to corporations considering relocation or expansion before they arrive.

## Editorial Content

- Feature Stories – Health and wellness, innovations in bio-tech, unique delivery methods, education and world-class medical care for our youngest North Texans
- Industry and Regional Spotlights
- Regional Map
- North Texas Quick Facts
- Regional Economic Development Contacts
- University & Municipal Listings

## NTX Vol. 9 Preview



## Deadline

Ad sales close  
4/6/18

Artwork due  
4/13/18

## Sales Contacts 972 621-0400

**Amber Zuckerman**  
Vice President for Development & Community Relations  
amber@ntc-dfw.org

**Dawn Miller**  
Director of Personnel and Accounting  
dawn@ntc-dfw.org

## Distribution

20,000 copies of NTX Magazine are distributed to the following:

- Fortune 1000 CEOs nationally and locally
- American Airlines Admirals Clubs at DFW International Airport
- National Economic Development and Site Selection Executives
- Leaders and Executives in a wide cross section of business and industries nationally
- Business Leaders in key overseas markets: Australia, Europe, UAE, Turkey, China, South America and Mexico
- Members of International Trade missions visiting North Texas
- More than 200 North Texas Cities and Chambers
- Domestic and International Conference Attendees
- International Foreign Consulates based in the United States
- North Texas City Leaders and Public Officials
- Online downloads of NTX Magazine from the NTC website
- Conventions and Hospitality

## Testimonials

"**NTX Magazine is a tremendous resource for recruiting talent to North Texas.** Our region has a lot to offer individuals and families considering a move from anywhere in the States or the world, and NTX Magazine helps highlight those strengths."

**ROBERT HASTINGS**  
Executive Vice President  
Bell Helicopter

"Simply brilliant in all respect, top information of the town, great choice of articles and graphics. **Loved it. Not just from the investor standpoint but from small business initiatives as well.** Keep up the good work. Would love to be a part of it for next edition too!"

**NEHA KUNTE**  
President & CEO  
MNK Infotech Inc

"Cedar Hill EDC has had a presence in the NTX Magazine since its inception. People to whom it has been given comment on the **timely content as well as the superior physical quality** of the publication. We have been very pleased with the magazine and the exposure it provides."

**ALLISON J. H. THOMPSON**  
Director of Economic Development & Tourism  
City of Cedar Hill

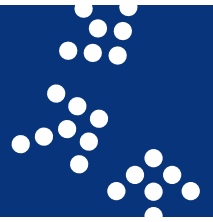




The Magazine of the North Texas Commission

Volume 9 — Summer 2018

# Advertising Agreement



## Contact Information

Organization: \_\_\_\_\_ Current NTC Member

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Material/Agency Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Suite: \_\_\_\_\_ City, State Zip: \_\_\_\_\_

## Insertion Information

Ad Size: \_\_\_\_\_

Additional Ad Size: \_\_\_\_\_

Special Position Request: \_\_\_\_\_

Insertion Cost \$ \_\_\_\_\_ . \_\_\_\_\_

Design Premium (%) \$ \_\_\_\_\_ . \_\_\_\_\_

LESS Member Discount (10%) \$ \_\_\_\_\_ . \_\_\_\_\_

Net Due \$ \_\_\_\_\_ . \_\_\_\_\_

Balance Due \$ \_\_\_\_\_ . \_\_\_\_\_

## Payment

\_\_\_\_\_ A. Pay by Check (invoice)

Please make checks payable to

North Texas Commission

8445 Freeport Parkway, Suite 640

Irving, TX 75063

\_\_\_\_\_ B. Charge Card \_\_\_\_\_ AMEX \_\_\_\_\_ MC \_\_\_\_\_ VISA

Account Number: \_\_\_\_\_

Exp. Date (MM/YY): \_\_\_\_\_ / \_\_\_\_\_ CVV: \_\_\_\_\_

Credit Card Billing Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

\_\_\_\_\_ C. Pay Online at [www.ntc-dfw.org/pay](http://www.ntc-dfw.org/pay)

## Terms and Agreement

The organization listed above agrees to purchase the above size ad(s) in the **Volume 9** issue of *NTX Magazine*. The cost of your placement is as agreed above with a **10% discount is given to all North Texas Commission Members**. The North Texas Commission agrees to provide five (5) copies of *NTX Magazine: Volume 9* at no additional charge. The North Texas Commission has the right to reject any material that is not consistent with the editorial and design standards of the organization's mission and the publication's theme and quality. *All sales are final upon agreement.*

**Advertising sales close April 8, 2018. Materials and payment are due to North Texas Commission by April 13, 2018.**

I HEARBY WARRANT THAT I HAVE READ AND AGREE TO THE CONTRACT CONDITIONS AND THAT I HAVE FULL POWER AND AUTHORITY TO SIGN FOR THE ABOVE NAMED ORGANIZATION.

For Organization: \_\_\_\_\_

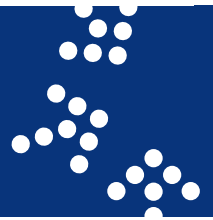
Signature: \_\_\_\_\_ (Date) \_\_\_\_\_

Name (print): \_\_\_\_\_

Title (print): \_\_\_\_\_

Please send completed forms BY MAIL: North Texas Commission 8445 Freeport Parkway, Suite 640, Irving, TX 75063

BY FAX: (972) 915-0149 or BY E-MAIL: a scan to [dawn@ntc-dfw.org](mailto:dawn@ntc-dfw.org)



### Ad Size

#### Back Cover

9" x 10.75" (bleed)

#### Inside Front Cover and Facing

9" x 10.75" (bleed)

#### Inside Back

9" x 10.75 (bleed)

#### Two-Page Spread

18" x 10.75" (bleed)

#### Full Page\*

9" x 10.75" (bleed)

#### Two Thirds (Vertical)

5.083" x 9.75" (non-bleed)

#### Half Page (Horizontal)\*

7.75" x 4.875" (non-bleed)

#### One Third (Vertical)\*

2.416" x 9.75" (non-bleed)

#### Municipality Enhanced Listing\*\*

Enhanced listing includes mayor, city manager, CVB contact and economic development contacts. Basic listing includes name, city hall address, phone number and web address with logo enhancement

#### NTC members receive 10% off

\*10% premium on special position will apply

\*\*Member municipalities receive a complimentary enhanced listing with purchase of ad

**NEW 2017** - All print advertisers one third page and above will receive complimentary digital advertising. Please see following pages for details.

### Creative Content Contacts

972 621-0400

#### Dawn Miller

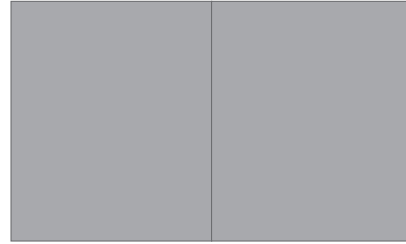
Director of Personnel and Accounting  
dawn@ntc-dfw.org

#### Holly Norris

Marketing & Events Coordinator  
holly@ntc-dfw.org

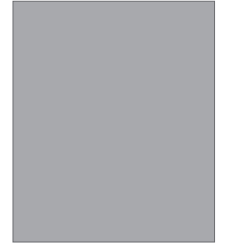
Rate	Member Rate
\$9,000	\$1,100
\$8,500	\$650
\$7,500	\$750
\$6,975	\$6,277
\$4,250	\$3,825
\$3,250	\$2,925
\$2,450	\$2,205
\$1,550	\$1,395
\$500	\$450

### Dimensions & Details



#### Full Spread

18.25" x 11" bleed size  
18" x 10.75" trim size  
17" x 9.75" live area



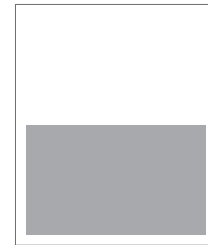
#### Full Page

9.25" x 11" bleed size  
9" x 10.75" trim size  
7.75" x 9.75" live area



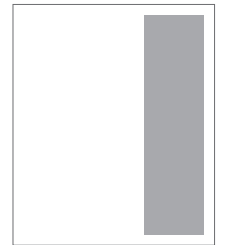
#### Two Thirds

5.083" x 9.75"  
non-bleed only



#### Half Page (Horizontal)

7.75" x 4.875"



#### One Third (Vertical)

2.416" x 9.75"  
non-bleed only

#### Ad Submission Checklist

1. All artwork must be submitted as Adobe Press Quality PDF files ONLY.
2. Make sure to embed any FONTS, IMAGES and any GRAPHICS.
3. Double-check measurements.
4. Non-digital ads WILL NOT BE ACCEPTED.
5. Send hi-res PDFs in CMYK or GREYSCALE format.
6. The only document marks included should be bleed marks.

For additional assistance with exporting files contact Holly Norris at holly@ntc-dfw.org

#### Ad Delivery

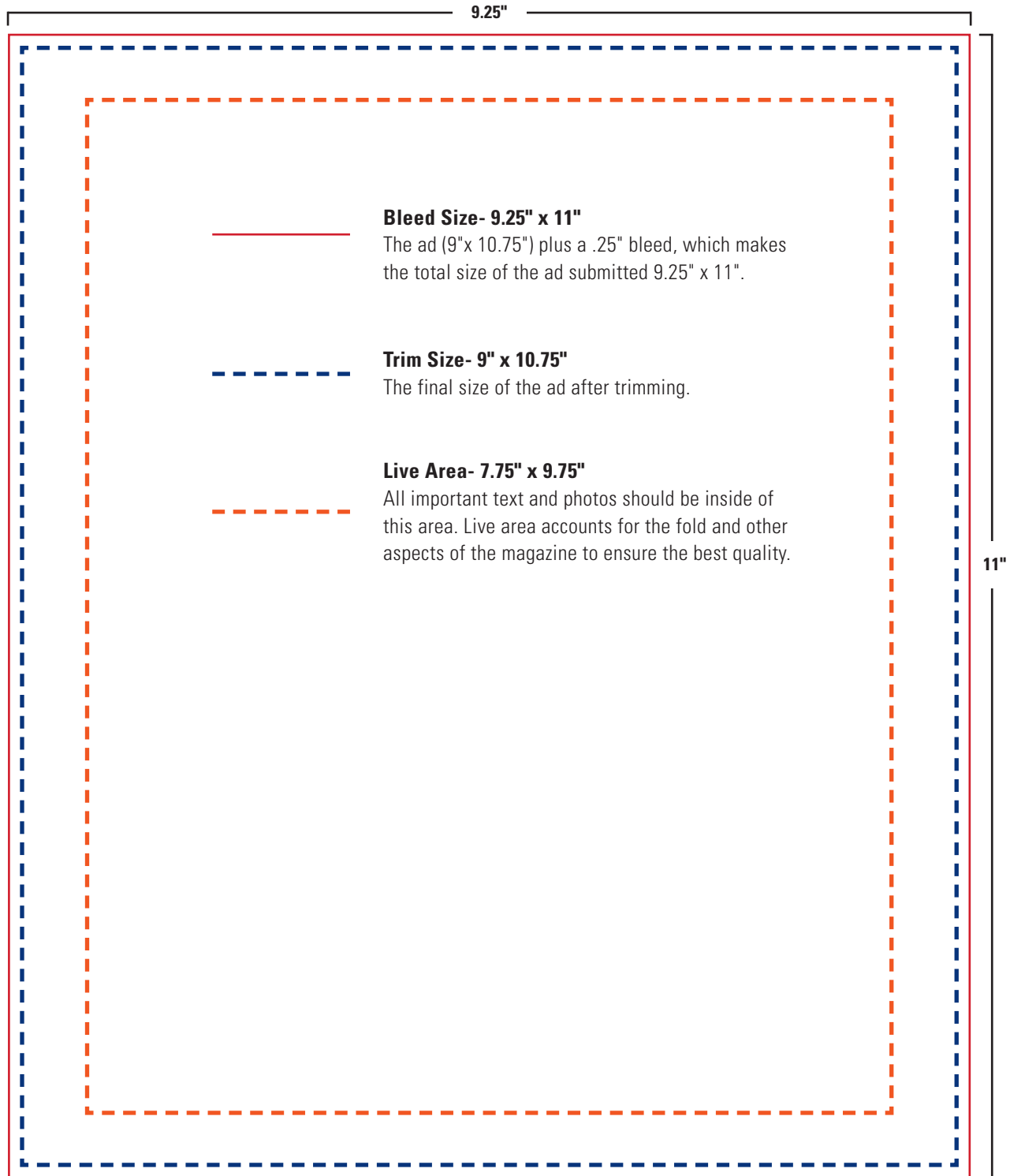
Submit ads either through email (preferred) or disk  
- dawn@ntc-dfw.org

#### Deadline

AD SALES close April 8, 2018

AD CREATIVE must be received by April 13, 2018

NOTE: Ads must meet the high standards of this publication. We are pleased to offer design assistance to new advertisers. Please request additional information.



More Templates Available Upon Request





## NEW FOR NTX VOLUME 9

New for NTX Volume 9, all paid advertising (size 1/3 page and above) will include digital placement on the North Texas Commission Social Media and website with NTX Volume 9 content.

## Terms

Number of placements, time/date or location of digital placement is not guaranteed, though requests and suggestions are welcome. Determinations will be made based on ad content and relevance.

All digital content is due April 13, 2018 with print advertising content.

\*Digital advertising can not be purchased separately, and is only included with purchased print advertising in NTX 9.

## NTC Social Media Statistics:



### North Texas Commission

270+ Followers  
Average 1,400 Impressions/Week



### North Texas Commission

450+ Followers  
Average 1,600 Impressions/Week



### NTC-DFW.org

1,500+ Unique Visits/Month



### @NTXCommission

1,300+ Followers  
Average 1,800 Impressions/Week



### @NTX\_Commission

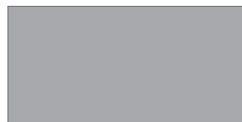
210+ Followers  
Average 6.7 Engagements/Post

## Dimensions & Details



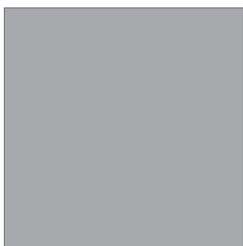
### Facebook/LinkedIn

1200 x 900 pixels  
4 x 3 inches



### Twitter

506 x 253 pixels  
1.686 x 0.843 inches



### Instagram

1080 x 1080 pixels  
3.6 x 3.6 inches

### Ad Submission Checklist

1. All artwork must be submitted as JPG or PNG images, saved at medium quality with a minimum of 300 ppi resolution ONLY.
2. All digital images must be smaller than 3 MB.
3. Make sure to embed any FONTS, IMAGES and any GRAPHICS.
4. Double-check measurements.
5. Non-digital ads WILL NOT BE ACCEPTED.

For additional assistance with exporting files contact Holly Norris at [holly@ntc-dfw.org](mailto:holly@ntc-dfw.org)

### Ad Delivery

Submit ads either through email (preferred) or disk  
--[holly@ntc-dfw.org](mailto:holly@ntc-dfw.org)

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Please read this agreement and review your proof(s) carefully.

### Disclaimers

The proof of your artwork is intended for content and position only.

The colors shown are only approximated on any computer monitor or laser print.

Color appearance may vary from computer to computer depending on color, contrast, and brightness settings on each computer, and surrounding lighting conditions.

### Terms

As the advertiser, you are solely responsible for final approval of this proof and for certifying its adequacy and accuracy. The publisher (North Texas Commission) is not responsible in any manner for any asserted printing or design errors, where the printing or design conforms to the approved proof. Any requested changes from the approved proof may only be made at the advertiser's sole cost and expense. The publisher shall not be held liable for delays due to advertiser changes or requests.

### Please confirm the following (check all that apply):

- Any issues noted in the email to which the electronic proof is attached.
- The content and positions of all graphic elements are correct.
- The positions of all text elements are correct.
- The contents of all text elements are correct.
- The color breaks are correct.
- All fonts used are the correct fonts.
- All desired graphics and text elements have been included.
- All elements of the electronic proof are accurate, correct and complete.

Note: this is not a contact proof, therefore it is not a color match.

By approving via email or fax this proof for production, you affirm the following:

- You understand and agree to all of the above.
- You are authorized to approve and sign such a document on behalf of your organization.
- You understand that what is shown in the proof is what will be printed by the publisher and give the publisher authorization to print this job in its final form in accordance with the electronic proof.

Please contact the North Texas Commission if you have questions or concerns involving this policy.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Organization: \_\_\_\_\_

- HAVE MARKED CORRECTIONS ON THE PROOF.** I wish to see another proof.
- THE PROOF IS CORRECT.** Please proceed with printing.
- I HAVE MARKED CORRECTIONS ON THE PROOF. I DO NOT WISHTO SEE ANOTHER PROOF.** Make the indicated changes and print. I accept full responsibility for any errors which may occur.

WE WILL NOT PROCEED WITH ORDER UNTIL THIS PROOF IS SIGNED AND RETURNED TO US.

Please send completed forms BY E-MAIL: a scan to original message or dawn@ntc-dfw.org or BY FAX: (972) 915-0149