

## Advertise in NTX Vol. 10: 21st Century Region

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.

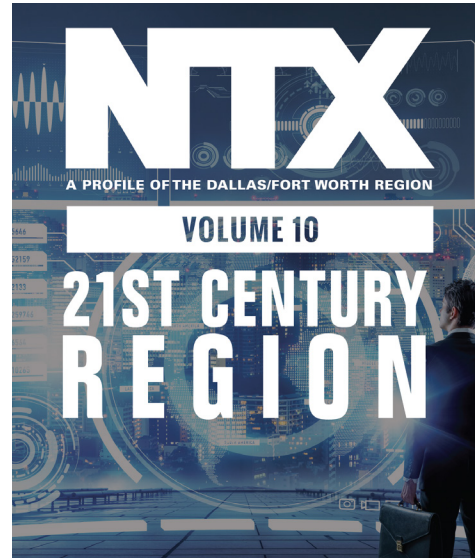
The Summer 2019 issue of NTX Magazine is a glossy, business-to-business publication highlighting **A 21ST CENTURY REGION WITH A FOCUS ON POPULATION GROWTH, INNOVATION, EDUCATION AND WORKFORCE.**

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

### Editorial Content

- Feature Stories: Smart Cities; Regional Mobility Innovations; Educating the Workforce; Creating, Moving and Consuming in North Texas
- Industry and Regional Spotlights
- Regional Map
- North Texas Quick Facts
- Regional Economic Development Contacts
- University & Municipal Listings

## NTX Vol. 10 Preview



### Deadline

Ad sales close  
4/5/19

Artwork due  
4/12/19

### 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 10 — Summer 2019

# 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 10** 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 copies of **NTX Magazine: Volume 10** 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 5, 2019. Materials and payment are due to North Texas Commission by April 12, 2019.**

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: \_\_\_\_\_

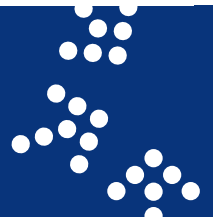
Signature: \_\_\_\_\_ (Date) \_\_\_\_\_

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:a_scan_to_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

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

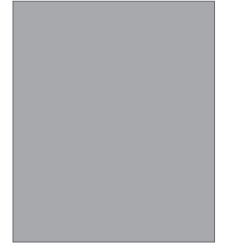
Rate	Member Rate
\$9,000	<b>SOLD</b> 100
\$8,500	\$7,650
\$7,500	\$6,750
\$6,975	\$6,277
\$4,250	\$3,825
\$3,250	\$2,925
\$2,450	\$2,205
\$1,550	\$1,395
\$500	\$450

### Dimensions & Details



#### Full Spread

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



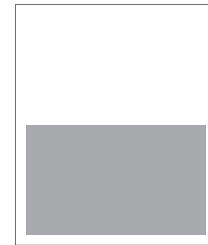
#### Full Page

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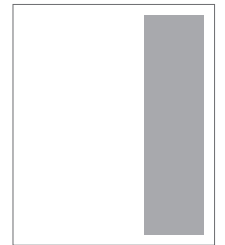
#### Two Thirds

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

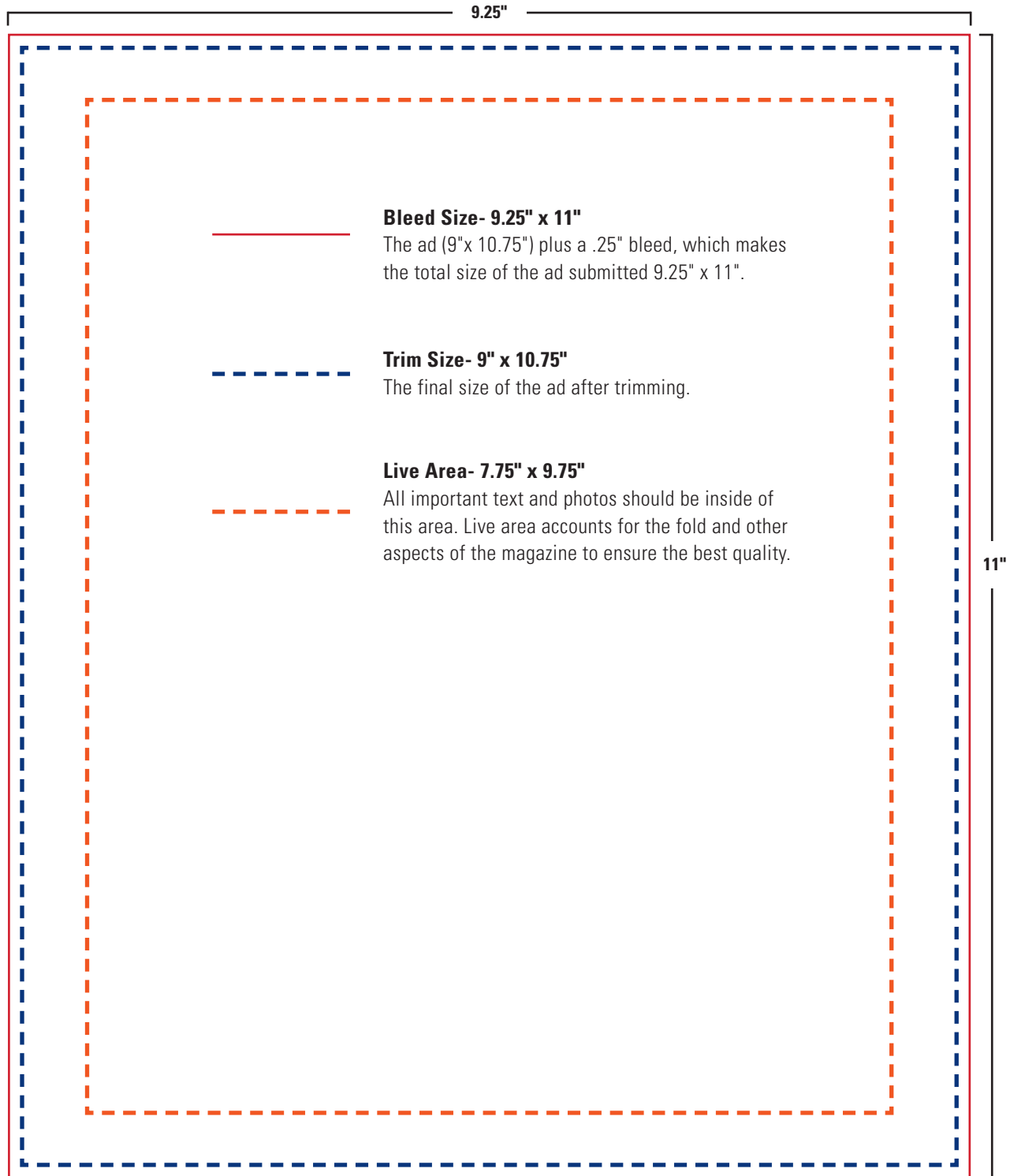
#### Deadline

AD SALES close April 5, 2019

AD CREATIVE must be received by April 12, 2019

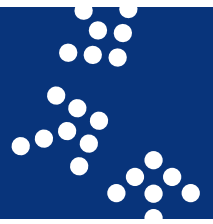
NOTE: Ads must meet the high standards of this publication. We are pleased to offer design assistance to new advertisers. Please request additional information.





More Templates Available Upon Request





All paid advertising (size 1/3 page and above) in NTX Volume 10 will include digital placement on the North Texas Commission Social Media and website with NTX Volume 10 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 12, 2019 with print advertising content.

\*Digital advertising can not be purchased separately, and is only included with purchased print advertising in NTX 10.

### NTC Social Media Statistics:



#### North Texas Commission

270+ Followers  
Average 1,400 Impressions/Week



#### North Texas Commission

638+ Followers  
Average 1,600 Impressions/Week



#### NTC-DFW.org

1,500+ Unique Visits/Month



#### @NTXCommission

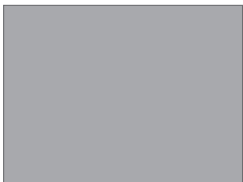
1,500+ Followers  
Average 3,000 Impressions/Week



#### @NTX\_Commission

430+ 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) to [holly@ntc-dfw.org](mailto:holly@ntc-dfw.org) or USB drive delivered to NTC office (8445 Freeport Parkway, Ste 640, Irving, TX 75063)

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