



### Advertise in NTX Vol. 11: The North Texas Infrastructure

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 2020 issue of NTX Magazine looks at the robust infrastructure of the region; from people to transportation, and housing to arts, we have it all in North Texas.

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

### Editorial Content

- Why companies expand to North Texas
- Strength of our suburbs
- Development of roads, water resources and rail
- Strength of our workforce, and filling our pipeline
- Industry and Regional Spotlights
- Regional Map
- North Texas Quick Facts
- Regional Economic Development Contacts
- University & Municipal Listings

### NTX Vol. 11 Preview



### Deadline

Ad sales close  
4/10/20

Artwork due  
4/17/20

### Sales Contacts 972 621-0400

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
- Distributed at the 2020 International Economic Development Council Conference in Dallas.

### Testimonials

“The NTX Magazine is a first-rate publication; the articles are informative and focus on the policies, people and partnerships that make our region dynamic and a global leader. We are looking forward to being a part of future issues and leveraging the tremendous exposure provided by the magazine in our economic development efforts.”

**BOB HART**  
City Manager  
City of Corinth

“The University of Texas at Arlington is a proud advertiser in NTX. NTX Magazine serves as a very beneficial resource in highlighting the strength of the North Texas' expertise and many partnerships, all of which serve to make North Texas so appealing and recognized for business, impactful research, education, entertainment and living.”

**JOE CARPENTER**  
Sr. Assoc. VP & Chief Communications Officer  
The University of Texas at Arlington

“The visibility of NTX Magazine throughout the region is great, and the stories underscore why North Texas is leading the nation in so many ways.”

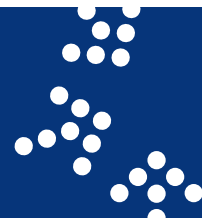
**ANDREW JOHNSEN**  
Vice President  
BNSF Railway Company



The Magazine of the North Texas Commission

Volume 11 — Summer 2020

# 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 11** 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 11** 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 10, 2020. Materials and payment are due to North Texas Commission by April 17, 2020.**

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

	Rate	Member Rate
<b>Back Cover</b> 9" x 10.75" (bleed)	\$9,000	<b>SOLD</b> 00
<b>Inside Front Cover and Facing</b> 9" x 10.75" (bleed)	\$8,500	\$7,650
<b>Inside Back</b> 9" x 10.75" (bleed)	\$7,500	<b>SOLD</b> 50
<b>Two-Page Spread</b> 18" x 10.75" (bleed)	\$6,975	\$6,277
<b>Full Page*</b> 9" x 10.75" (bleed)	\$4,250	\$3,825
<b>Two Thirds (Vertical)</b> 5.083" x 9.75" (non-bleed)	\$3,250	\$2,925
<b>Half Page (Horizontal)*</b> 7.75" x 4.875" (non-bleed)	\$2,450	\$2,205
<b>One Third (Vertical)*</b> 2.416" x 9.75" (non-bleed)	\$1,550	\$1,395
<b>Municipality Enhanced Listing**</b> 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	\$500	\$450

**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

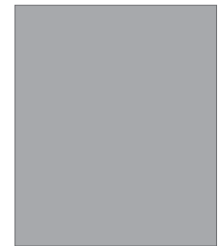
**Ashley Mergele**

Marketing & Events Coordinator  
ashley@ntc-dfw.org

### Dimensions & Details



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



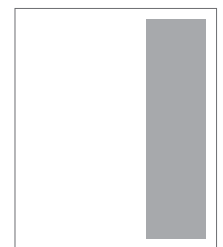
**Full Page**  
9.25" x 11" bleed size  
9" x 10.75" trim size  
7.75" x 9.75" live area



**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 Ashley Mergele at ashley@ntc-dfw.org

**Ad Delivery**

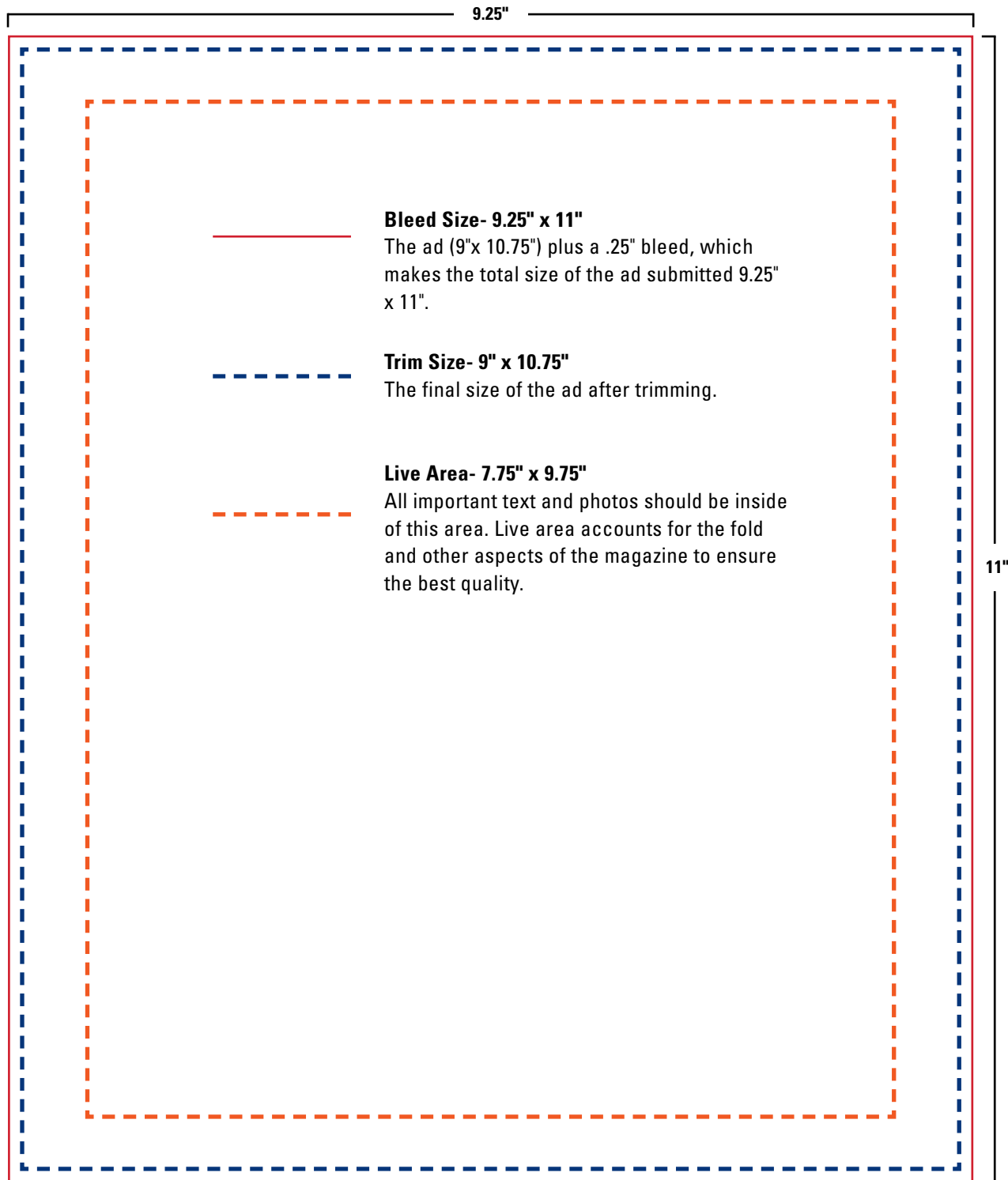
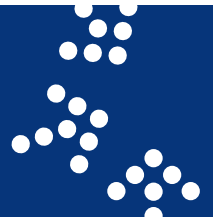
Submit ads either through email (preferred) or an external drive - dawn@ntc-dfw.org

**Deadline**

AD SALES close April 10, 2020

AD CREATIVE must be received by April 17, 2020

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