

25 wds. T-11A Brochure ad

An historic downtown square. Unique shops, restaurants, galleries and museums. Cultural events. Lakeside recreation. See for yourself - Denton has it all!

Visitor Information Center, I-35 N Exit #470

Visit the Denton Convention & Visitor Bureau, located at 414 Parkway, for more information. Or call us at (888) 381-1818.

OR...

25 wds.

Learn about Texas history, shop til you drop or eat your heart out. Whatever your getaway need, Denton can meet it. Join us today!

Visit the Denton Convention & Visitor Bureau, located at 414 Parkway, for more information. Or call us at (888) 381-1818.

40 wds. Used for Tx Monthly Ad Board

Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums. You'll also find diverse cultural, theatrical and musical events here. Or perhaps ^{outdoor recreation} renowned fishing at Lake Ray Roberts suits you. Whatever your appetite, Denton can whet it. Welcome!

Visit the Denton Convention & Visitor Bureau, located at 414 Parkway, for more information. Or call us at (888) 381-1818.

~~if have to, take out last sentence & just put photo #~~

50 wds. T-11A Newspaper Insert Ad

Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums. You'll also find diverse cultural, theatrical and musical events in this historical city. Denton's several public lakes and golf courses offer exceptional outdoor recreational opportunities, so whatever your appetite, Denton can whet it. Welcome!

Visit the Denton Convention & Visitor Bureau, located at 414 Parkway, for more information. Or call us at (888) 381-1818.

Newsflash

Dallas Special Section in the August 1999 Issue

A special advertising section will focus on *Dallas* and its many attractions in our upcoming August issue of TEXAS MONTHLY. Don't miss this great opportunity for your business to reach more than 2.3 million readers!

The *Dallas* section will highlight:

- Shopping destinations
- Hot spots for dining and nightlife
- Sporting events
- Travel destinations and attractions
- Millennium events
- Business and real estate community
- Education services
- Medical community
- Calendar of events

Participating advertisers receive a **free listing on the Dallas Reader Service Card**. This direct response card in the section lets readers request more information from you and helps you build a database of prime prospects.

Response to this section will be further enhanced by a **sweepstakes contest** offering two lucky readers a fun-filled trip to Dallas.

The *Dallas* section in the August issue is the ultimate source to reach the state's most active shoppers, avid travelers, and affluent spenders!

Advertising space deadline: June 4

Fractional artwork due: June 11

Full-page artwork due: June 30

For more information call Cindy Dudley at 214-871-7756.

Texas Monthly

POST OFFICE BOX 5584
INDIANAPOLIS, IN 46255-5584

INVOICE

07/18/98 6629

ADVERTISER

To

DENTON CVB
P.O. BOX P
DENTON TX 76202

DECH.1*99
DENTON CVB

CUSTOMER ORDER NO.	ISSUE DATE	INSERTION START DATE	FREQUENCY	INSERTION NO.	SALESPERSON	PAGE NO.
	08/01/98	08/01/98	1	2 JM		93

DESCRIPTION

AMOUNT

TEXAS MONTHLY

1/4 PAGE

Sub-Total	5,295.00
Less Commission	794.25
Net Total	4,500.75

#523

TERMS: All bills due within 30 days of invoice, payable in Austin, Travis County, Texas. Make checks payable to TEXAS MONTHLY. TO INSURE PROPER CREDIT PLEASE RETURN REMITTANCE PORTION OF STATEMENT WITH PAYMENT. Production charges not commisionable. In the event advertiser or agency defaults in payment of bills and such bills are placed in the hands of an attorney for collection or if any suit or the other judicial proceeding is instituted or had thereon or if collected through a probate or bankruptcy proceeding, advertiser or agency shall forfeit agency commissions and be totally liable for all attorneys' fees and court costs incurred by publisher in the collection of said bills.

INVOICE TOTAL

4,500.75

Texas Monthly

ADVERTISING AGREEMENT

- New Account
- Contract
- Insertion Order
- Revision to Existing Contract

ADVERTISER _____

Advertiser designates the following agency to act on advertiser's behalf with regard to this contract:

ADDRESS _____

NAME _____

CITY _____ STATE _____ ZIP _____

ADDRESS _____

PHONE () _____

CITY _____ STATE _____ ZIP _____

CONTACT _____

PHONE () _____

INVOICE: Advertiser Agency In-House

ART PICK-UP: ISSUE _____, Page # _____

SIZE/COLORS _____ SHAPE _____ BLEED _____

SUPPLIED BY ADVERTISER

HORIZONTAL Yes

FROM ADVERTISER'S AGENCY

Vertical No

OTHER (SPECIFY) _____

CONTRACT FREQUENCY _____ CATEGORY _____

ADDITIONAL INSTRUCTIONS:

CONTRACT YEAR: _____

OFFICE USE ONLY

DATES OF INSERTION: _____

This is a contract for the purchase of advertising space in TEXAS MONTHLY between Texas Monthly, Inc. (publisher), and the Advertiser/Agency. Publisher and Advertiser/Agency have read and agree that all of the terms and conditions set out on the reverse side are also part of this contract. Advertiser/Agency acknowledges receipt of a true copy of this contract and understands the terms and conditions contained herein.

ADVERTISER:

RATE: _____

Legal Corporate Name

Corporate Officer or other Authorized Signature

AGENCY:

Authorized Agency Signature

PERSONAL GUARANTEE:

The undersigned personally guarantees all obligations of the above-named advertiser and/or agency under this contract and agrees to pay all sums due from the above-named advertiser and/or agency upon demand therefore. This guarantee shall remain in effect until all obligations of performance have been satisfied under this contract by the above-named advertiser and/or agency.

Signature of Guarantor

For TEXAS MONTHLY by: _____ Date _____

Texas Monthly

Celebrating Twenty-Five Years

3232 McKinney Avenue, Suite 950, LB 40 Dallas, TX 75204-2429 (214) 871-7717

www.texasmonthly.com

June 5, 1998

Ms. Christine Gosset
Denton CVB
P.O. Box P
Denton, TX 76202

Dear Christine,

I want to personally thank you for choosing TEXAS MONTHLY as a showcase for your advertising. Given the many media alternatives available, you have complimented us by taking your advertising message to over 2.4 TEXAS MONTHLY readers.

You know that Texas is on the move. If Texas were a country, our economy would be the eleventh largest in the world! In fact, our gross national product is larger than that of Switzerland and Sweden combined.

I trust the editorial and circulation strengths of TEXAS MONTHLY will confirm that your decision to advertise with us is a great investment. It's been a great partnership, and thanks for advertising in TEXAS MONTHLY. I look forward to a great year, and hope TEXAS MONTHLY will continue to be top of mindset for your promotional and developmental efforts in TEXAS.

And if there is anything that I personally can do for you, please don't hesitate to give me a call. If you could please sign the contract, keep the pink copy for your records, and send back the original copy in the enclosed envelope.

Again, thanks for choosing TEXAS MONTHLY as an advantageous advertising vehicle.

Best Regards,


Julie M. Monteith
Account Executive

TexasMonthly

3232 McKinney Ave., Suite 950, LB 40,
Dallas, TX 75204-2429
(214) 871-7717 FAX (214) 871-7719

DATE 6/8/98
FROM Julie Monteith
TO Christine Gosset
COMPANY Denton CVB
FAX NUMBER 940-382-0040
NUMBER OF PAGES INCLUDING COVER 2

DID YOU KNOW...

- ★ Texas is America's 2nd largest state in population.
- ★ Texas has the 11th largest economy in the world. And its 3.7% economic growth rate is outpacing the U.S. average of 2%!
- ★ TEXAS MONTHLY reaches 2,436,000 readers per month – that's 1 out of 6 adult Texans.
- ★ TEXAS MONTHLY has won 8 National Magazine Awards, the industry's equivalent of the Pulitzer prize, and received 36 nominations for this award.
- ★ TEXAS MONTHLY is on the Internet at www.texasmonthly.com!

Please let me
know if you
have any other questions.

Julie

25

Celebrating Twenty-Five Years

TexasMonthly

3232 McKinney Ave., Suite 950, LB 40,
Dallas, TX 75204-2429
(214) 871-7717 FAX (214) 871-7719

DATE 5/14/98
FROM Julie Martini
TO Christine
COMPANY Denton CVB
FAX NUMBER 940 ~~972~~ 382-0040
NUMBER OF PAGES INCLUDING COVER 8

DID YOU KNOW...

- ★ Texas is America's 2nd largest state in population.
- ★ Texas has the 11th largest economy in the world. And its 3.7% economic growth rate is outpacing the U.S. average of 2%!
- ★ TEXAS MONTHLY reaches 2,436,000 readers per month – that's 1 out of 6 adult Texans.
- ★ TEXAS MONTHLY has won 8 National Magazine Awards, the industry's equivalent of the Pulitzer prize, and received 34 nominations for this award.
- ★ TEXAS MONTHLY is on the Internet at www.texasmonthly.com!

25

Celebrating Twenty-Five Years

Travel Planner - ~~+~~ All in August Issue

Subscriber Profile

- \$88,000 average subscriber household income
- 84% of subscribers traveled abroad in the past year
- Half of subscribers hold a valid passport
- 48% of subscribers are enrolled in frequent-flyer programs
- 88% of subscribers used magazines in choosing destinations or accommodations
- 53% spent \$2,500 or more on pleasure trips during the past year

Source: MRI Spring 1997, Editor & Marketing/PPG TEXAS MONTHLY Subscriber Study 2000

Cost

\$5,295 for quarter-page ad
\$10,590 for a half-page ad

These prices include production costs and an Internet add-on. Advertisers running in more than one Travel section will receive a \$100 discount on each additional insertion. Travel Planner advertisements are agency commissionable and do count toward frequency.

get 15%
\$4,507.5
our net

Materials Requested

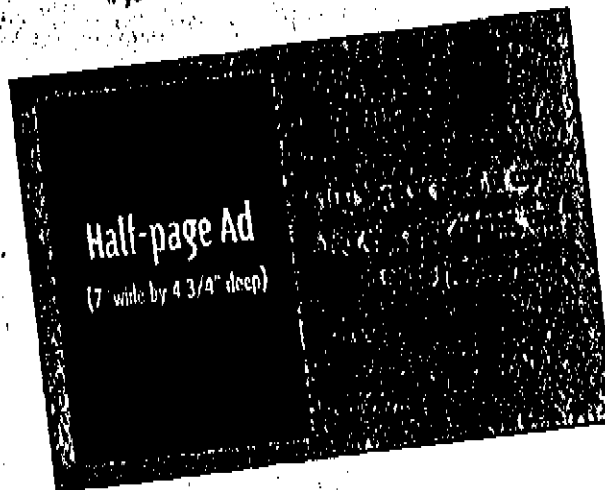
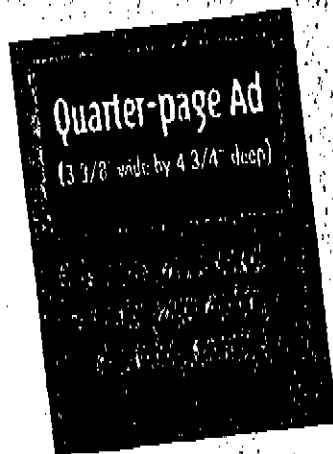
QUARTER-PAGE: 35mm color slide (square format), max of 40 words of copy, address, phone number, URL, and black-and-white logo.

HALF-PAGE: 35mm color slide (square or vertical format), maximum of 100 words of copy, address, phone number, URL, and black-and-white logo.

All slides will be scanned emulsion side down unless otherwise indicated. We will accept high resolution corrected scans on a disk. If cropping is necessary in order for the image to fit the format, TEXAS MONTHLY will crop the best judgment unless cropping instructions are provided. TEXAS MONTHLY will set the type, capitalize, and punctuate to maintain a consistency of style. If more than the required number are submitted, TEXAS MONTHLY will use its best judgment in cutting copy to fit the space. Logos will be sized to fit. As TEXAS MONTHLY will not be sure to supply the correct materials and clear instructions necessary. It is helpful to look at one of the previous Travel Planners for a format example. Please contact your representative if you have any questions about materials if you would like to see a previous Travel Planner.

Can get response cards up to six months - can get it on disk labels

Need horizontal photo or slides



For More Information

For more information about the Travel Planners or to reserve your space, call David Dunham in Austin at (512) 320-6925 or Helchi Lockwood, Mediatex National Sales, in New York at (212) 986-7295.
For more information about Internet advertising call: Jena Buvinghausen in Austin at (512) 320-6928 or email advertising@texasmonthly.com.

TEXAS MONTHLY BASIC SUBSCRIBER DEMOGRAPHICS

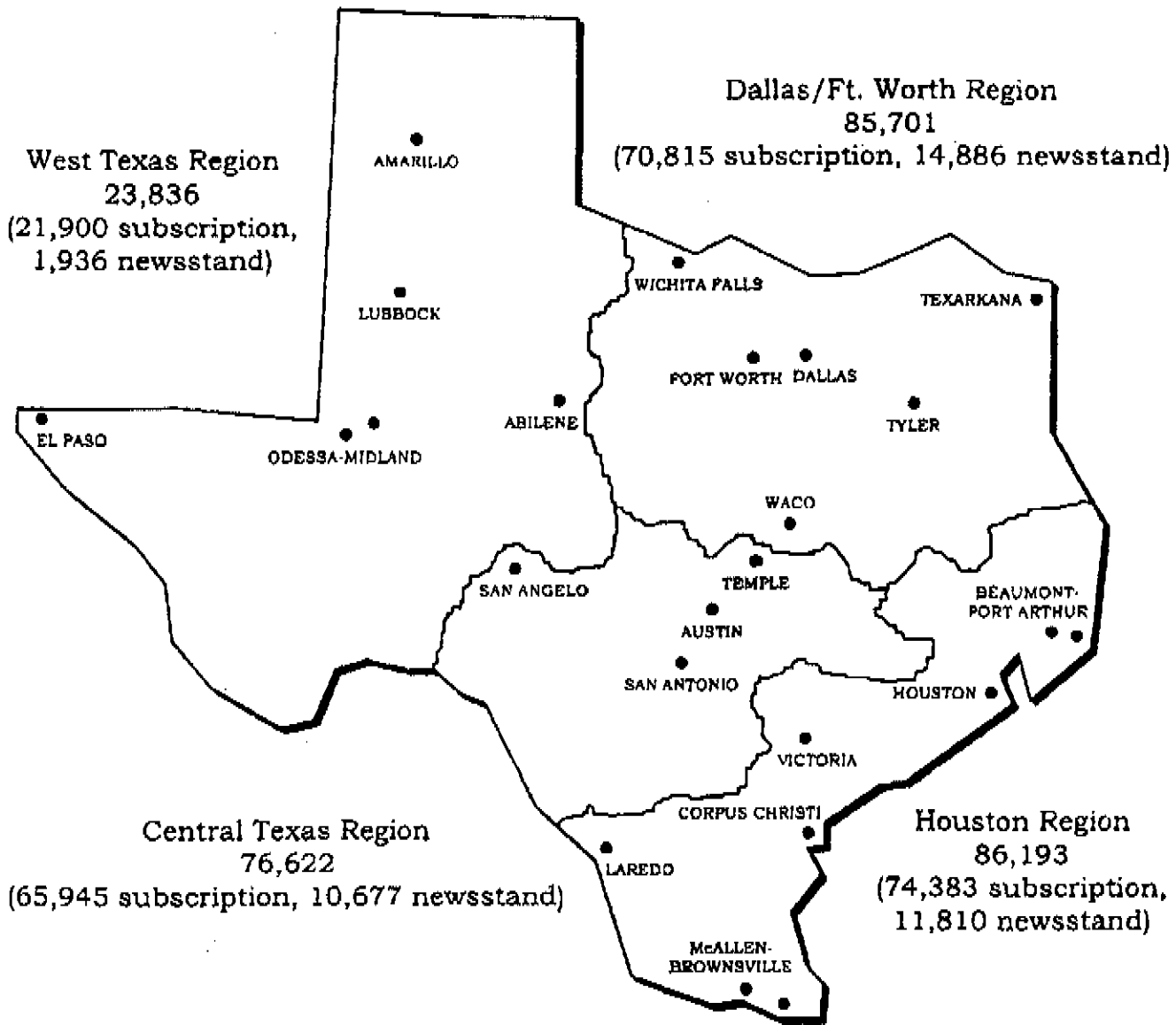
Rate Base:		300,000
Male/Female ratio:		54%/46%
Average age:	Subscribers	51.7
	Readers*	44.3
Attended or graduated college:		83%
Postgraduate study or degree:		30%
Average subscriber household income:	Total	\$ 88,000
	D/FW	\$ 92,000
	Houston	\$102,000
Median subscriber household income:	Total	\$ 59,000
	D/FW	\$ 62,000
	Houston	\$ 66,000
Average subscriber net worth:	Total	\$451,000
	D/FW	\$402,000
	Houston	\$538,000
Professional/Managerial:		79%
Top management:		27%
Own investments or securities:		92%
Own home:		85%
Own secondary real estate:		44%
Presence of children (in household under age 18):		25%
Activities past 12 months:	Leisure	100%
	Civic	95%
	Environmental	84%
	Sports	70%
Average number of past 4 issues read:		3.7
Average number of times pick up a typical issue:		3.5
Average time spent with typical issue:		2.2 hours
Took action as a result of reading (past 12 months):		77%

SOURCE: 1993 TEXAS MONTHLY Subscriber Study, conducted by Erdos & Morgan/MPC.

*MRI Doublebase 1996.



CIRCULATION BY REGION

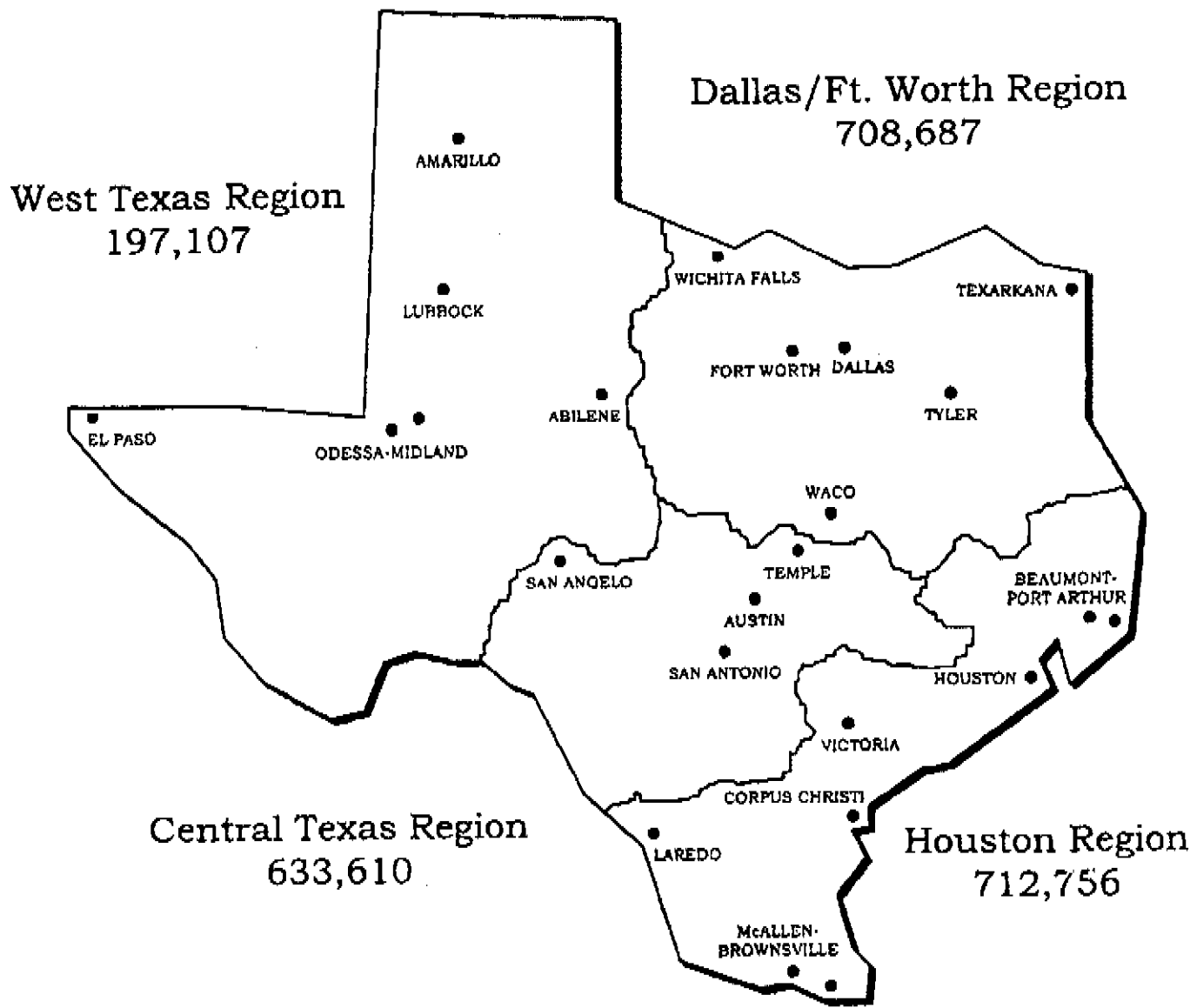


Based on gross circulation from the May 1997 issue. Out-of-state circulation accounts for an additional 41,362 copies. The four contiguous states (AR, LA, OK, NM) account for approximately 17% of out-of-state circulation. R 8/97



READERSHIP BY REGION

TEXAS MONTHLY REACHES ONE OUT OF SIX TEXANS



Calculations based on 2,490,000 total readers (MRI Spring 1997) and gross circulation from the May 1997 issue. Out-of-state readership accounts for an additional 237,350 readers. R 8/97



2,436,000 READERS

TEXAS MONTHLY REACHES ONE OUT OF SIX TEXANS

- According to Mediamark Research Inc. (MRI) Doublebase 1997 syndicated audience research, TEXAS MONTHLY's total audience is 2,436,000 - up 12% or over 270,000 readers from just one year ago (Doublebase 1996).
- TEXAS MONTHLY reaches a dual audience of 53% men and 47% women. Two-thirds (68%) are between the ages of 25 and 54. Readers are 78% more likely to have graduated college and twice as likely to have a post-graduate degree than the U.S. average.
- The median household income of employed TEXAS MONTHLY readers in Texas is \$59,232, compared to a state median of \$41,949 for employed adults; median age of Texas readers is 43.0 compared to a state median of 40.3 years (based on adults age 18 and older).
- In Texas, TEXAS MONTHLY reaches...
 - * 2,199,000 (1 in 6) adults age 18 and older.
 - * 1,308,000 (1 in 6) adult heads-of-households.
 - * 778,000 (1 in 4) adults employed in professional/managerial positions.
 - * 798,000 (1 in 4) adults who graduated college plus.
 - * 634,000 (1 in 4) adults with household incomes of \$75,000 or more.

MRI DOUBLEBASE 1997

R 10/97



TexasMonthly

REGIONAL RATES

Card Number Twenty-nine

Effective January 1998 Issue

Rate Base: 300,000

Black & White	1x	3x	6x	12x	18x	24x	30x	36x
FULL	\$11,070	\$10,800	\$10,400	\$9,865	\$9,525	\$9,350	\$9,245	\$9,140
2/3	8,505	8,295	7,990	7,575	7,315	7,180	7,100	7,020
1/2	6,790	6,620	6,375	6,045	5,840	5,730	5,665	5,605
1/3	4,395	4,285	4,125	3,915	3,780	3,710	3,670	3,625
1/6	2,310	2,250	2,170	2,055	1,985	1,950	1,930	1,905
Black & 1 Color	1x	3x	6x	12x	18x	24x	30x	36x
FULL	\$15,000	\$14,585	\$14,095	\$13,285	\$12,900	\$12,675	\$12,525	\$12,370
2/3	11,610	11,285	10,905	10,280	9,985	9,810	9,695	9,575
1/2	9,195	8,945	8,640	8,145	7,910	7,770	7,680	7,585
1/3	6,550	6,370	6,155	5,800	5,635	5,535	5,470	5,405
4 Colors	1x	3x	6x	12x	18x	24x	30x	36x
FULL	\$16,640	\$16,275	\$15,690	\$14,680	\$14,340	\$14,085	\$13,920	\$13,760
2/3	12,810	12,530	12,080	11,305	11,040	10,845	10,720	10,590
1/2	10,220	10,000	9,640	9,020	8,810	8,655	8,555	8,450
1/3	6,955	6,805	6,560	6,140	5,995	5,890	5,820	5,755

13% premium for bleed

Use of this rate card is restricted to advertisers headquartered in Texas with 100% of their business within Texas, including parent or affiliated companies.

Higher-frequency discounts available on request

TEXAS MONTHLY DEADLINES

ISSUE	SPACE CLOSE	AD MATERIALS DUE IN AUSTIN*
July 1998	May 22	May 29
August 1998	June 23	June 30
September 1998	July 23	July 30
October 1998	August 21	August 28
November 1998	September 23	September 30
December 1998	October 23	October 30
January 1999	November 23	November 30
February 1999	December 23	December 30
March 1999	January 23	January 30
April 1999	February 23	February 26
May 1999	March 23	March 30
June 1999	April 23	April 30

*Electronic Ad Deadline: 25th of second month preceding issue date, or preceding working day, if 25th falls on a weekend or holiday.

Send Artwork to Jessica Wyatt, TEXAS MONTHLY, 701 Brazos, Suite 1600, Austin, TX 78701, phone -512/320-6900.