

# TBNA Quarterly



The official publication of the Texas Bar and Nightclub Alliance

2025 MEDIA PLANNER



*Your industry is our specialty!*

Toll Free Phone: 1-866-999-1299 | [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net) | [www.matrixgroupinc.net](http://www.matrixgroupinc.net) | Reno, Nevada



The official publication of the Texas Bar and Nightclub Alliance

March 2025,

Dear Friends and Colleagues,

Texas Bar and Nightclub Alliance (TBNA) is thrilled to announce our partnership with Matrix Group Publishing Inc. to produce **TBNA Quarterly**, our new official, full-color, glossy stock magazine! True to our mission of providing dependable resources for Texas business owners and operators in the Bar & Nightclub industry, we will be releasing a quarterly publication each Summer, Fall, Winter, and Spring. The highly anticipated premiere issue will be the Show Guide to the TBNA Annual Convention.

The **TBNA Quarterly** publication will reach TBNA members, prospective members, owners and operators, and purchasing agents of the 51% licensees in the state of Texas, as well as affiliated organizations. We will distribute the Show Guide in person at our trade show on August 18, 2025, in Dallas, being held at Dallas Market Center with targeted outreach to key decision-makers in the industry. For more information about TBNA, please visit TBNA - Texas Bar & Night Club Alliance at [www.TBNA.org](http://www.TBNA.org).

This magazine will inform and educate bar and nightclub owners while serving as a vital communications tool for the industry. Some of the highlights of the original content that will be included with each issue: Articles by award-winning Texas journalists that focus on all aspects of the businesses we represent, in-depth member profiles, monthly Texas Comptroller tax revenue analyzed and presented by AlcoholSales.com and a message each month from TBNA's Executive Director, Quincy Barnes.

**TBNA Quarterly** depends largely on the quality and commitment of advertisers. Your advertising investment will enable us to deliver this valuable resource to the industry. I'm excited to collaborate with you to make **TBNA Quarterly** a dynamic, successful publication that benefits everyone involved.

Thank you for your generous support,

A handwritten signature in blue ink that reads 'Michael E. Klein'.

Michael E. Klein  
President



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## RATES FOR 2025

COVER POSITIONS	2 Issues	3 Issues	4 Issues
	\$ Per Issue	\$ Per Issue	\$ Per Issue
Outside Back	\$3,099.50	\$2,999.50	\$2,899.50
Inside Front	\$2,999.50	\$2,899.50	\$2,799.50
Inside Back	\$2,999.50	\$2,899.50	\$2,799.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

The outside back cover must be submitted as a bleed ad. Please see the production requirements on page 5

FULL COLOR RATES	2 Issues	3 Issues	4 Issues
	\$ Per Issue	\$ Per Issue	\$ Per Issue
DPS	\$3,299.50	\$3,199.50	\$3,099.50
Full Page	\$1,999.50	\$1,899.50	\$1,799.50
2/3 Page	\$1,789.50	\$1,689.50	\$1,589.50
1/2 Page (Island)	\$1,589.50	\$1,489.50	\$1,389.50
1/2 Page	\$1,489.50	\$1,389.50	\$1,289.50
1/3 Page	\$1,189.50	\$1,139.50	\$1,089.50
1/4 Page	\$959.50	\$859.50	\$759.50
1/6 Page	\$829.50	\$729.50	\$679.50
1/8 Page	\$599.50	\$499.50	\$399.50

Please apply a 15% discount to all black & white advertisements

### OPTIONAL ADD-ONS

Guaranteed Position	+15%
Bleed	+15%
Hyperlink*	+ \$75.00
Extra Listings	+ \$25.00
High Resolution Digital Proof**	+ \$60.00

\*If an advertiser wants to change their hyperlink after the sales cycle is closed, there will be an additional \$200 fee charged. Please check with your sales representative for the sales close date.

\*\* Depending on file size, the proof will be emailed or provided via Dropbox.

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.  
Add 2% per month interest on accounts over 30 days.

The Texas bar and nightclub scene generates an astonishing \$250 billion annually and this lucrative market is expanding steadily.

Reach TBNA members, prospective members, and key industry decision-makers directly.

Texas boasts over 20,330 bars and related establishments, offering vast advertising potential.

Your ad will reach a highly targeted mix of bar owners, operators, and industry suppliers.

Advertisers will get exposure at TBNA's annual convention.

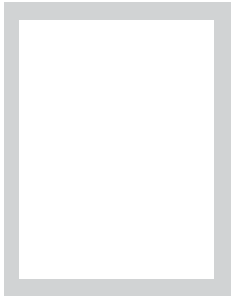
**Complete Poly-Bagging and Insert Services Are Available Upon Request.**



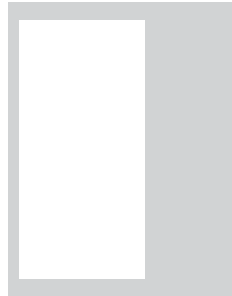
*Your industry is our specialty!*

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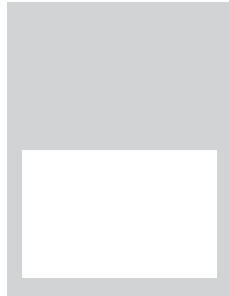
The official publication of the Texas Bar and Nightclub Alliance



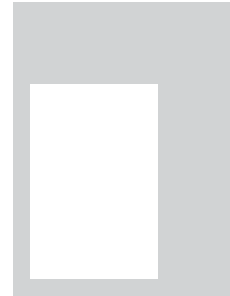
Full Page  
W. 7 x H. 9 1/2



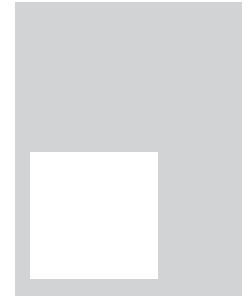
2/3 Page Vertical  
W. 4 5/8 x H. 9 1/2



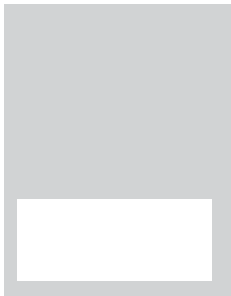
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W. 7 x H. 4 5/8



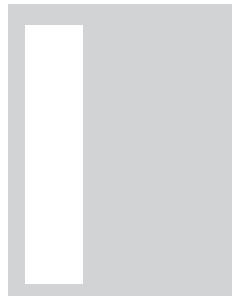
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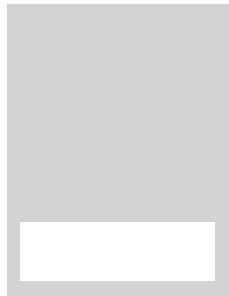
1/3 Page Square  
W. 4 5/8 x H. 4 5/8



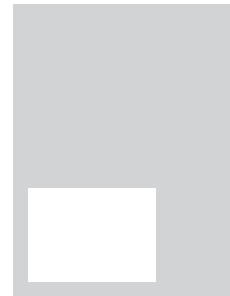
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W. 7 x H. 3



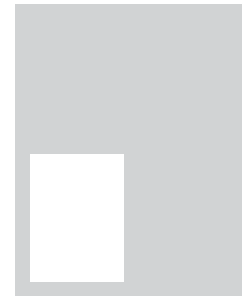
1/3 Page Vertical  
W. 2 1/8 x H. 9 1/2



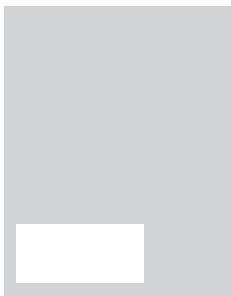
1/4 Page Banner  
W. 7 x H. 2 1/8



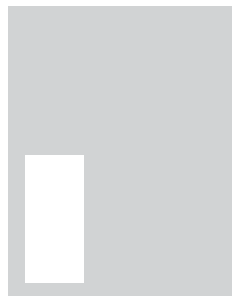
1/4 Page Horizontal  
W. 4 5/8 x H. 3 3/8



1/4 Page Vertical  
W. 3 3/8 x H. 4 5/8



1/6 Page Horizontal  
W. 4 5/8 x H. 2 1/8



1/6 Page Vertical  
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal  
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical  
W. 2 1/8 x H. 3 3/8

Live Space . . . . . 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS . . . . . 17 by 11 1/8

Bleed . . . . . 8 5/8 by 11 1/8

*All measurements are in inches*

## PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)

## Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (**866-999-1299**), or email: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)



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