

# TEXAS ALMANAC

## FEATURES OF THE 2016-2017 EDITION

- A history of **Texas' food regions** — from Tex-Mex to barbecue — **written by Dotty Griffith**, longtime food writer for *The Dallas Morning News* and author of *The Texas Holiday Cookbook*, *Celebrating Barbecue*, and *Wild About Chili*.
- A look at the **big business of Texas wine**, including a history of grape growing and winemaking, **written by Melinda Esco**, author of *Texas Wineries*.
- The story of **Assault**, the feisty chestnut colt from King Ranch who injured his right forefoot as a foal but loved to run and went on to win the **1946 Triple Crown**. This article spotlights the 70th anniversary of Assault's historic feat, which earned him the nickname "The Club-Footed Comet."
- An **overview of professional and college sports** in Texas **written by Norm Hitzges**, a popular sports-talk radio host in the DFW area for 40 years; the author of several sports books, including *Greatest Team Ever: The Dallas Cowboys Dynasty of The 1990s*; and the television play-by-play voice for the Dallas Sidekicks.



## MAJOR SECTIONS UPDATED BIENNIALLY

An illustrated **History** of The Lone Star State.

The **Environment**, including geology, plant life, wildlife, rivers, lakes.

**Weather** highlights of the previous two years, plus a list of destructive weather dating from 1766.

A two-year **Astronomical Calendar**, including moon phases, sunrise, sunset, moonrise, moonset, eclipses, and meteor showers.

**Recreation**, with details on state and national parks, landmarks, and wildlife refuges.

**Sports**, including lists of high school and college sports champions, the records of professional sports teams, as well as lists of Texas Olympians and Texas Sports Hall of Fame inductees.

**Counties**, a large section featuring detailed county maps and profiles for Texas' 254 counties.

**Population** figures, including the latest estimates from the State Data Center.

A comprehensive list of Texas **cities and towns**.

**Politics, Elections**, and information on **Federal, State and Local governments**.

**Culture and the Arts**, including a list of civic and religious holidays.

**Health and Science**, with charts of vital statistics.

**Education**, including a complete list of colleges and universities, and University Interscholastic League results.

**Business and Transportation**, with an expanded section on Oil and Gas.

**Agriculture**, including data on production of crops, fruits, vegetables, livestock, and dairy.

**Obituaries** of notable Texans.

A **Pronunciation Guide** to Texas town and county names.

*The Texas Almanac is published every two years and has a wide readership, from government and business people to travelers and researchers.*

## OTHER FACTS

- 752 pages; four-color printing on 50-pound matte paper.
- 6-inch x 9-inch hardcover and flexbound editions.
- 16,000 total print run, plus ebook editions.
- Distributed throughout Texas and the United States.
- 340+ color photos showing all regions of the state.
- 300+ color maps, including detailed county maps.

## TEXAS ALMANAC READERS

- Are better educated than average.
- Have more income than average.
- Span all age groups and myriad professions.
- Use the Almanac professionally and recreationally.



PUBLISHED BY  
**TEXAS STATE HISTORICAL ASSOCIATION**

# TEXAS ALMANAC

## Web and Print Advertising

### Web Advertising

**www.TexasAlmanac.com**

*(rates per month; sizes in pixels)*

**Panel** (180 x 150) – \$400  
*(appears on all Topics pages)*

**Banner** (468 x 60) – \$300  
*(appears on Home page and as a footer on Topics pages)*

**Skyscraper** (160 x 600) – \$300  
*(appears on all Topics pages)*

### Print & Web Combos

*(web ad runs for one year)*

Full Page & Panel Ad – \$5,500

Full Page & Banner Ad – \$4,300

Half Page & Panel Ad – \$4,250

Half Page & Banner Ad – \$3,060

### Print Advertising

*(2016–2017 edition)*

Full Page – \$2,500 ★ 1/2 Page – \$1,250

1/4 Page – \$ 600 ★ County Text Ad – \$200



### MONTHLY TRAFFIC

**Sessions — 86,000**

**Users — 72,000**

**Pageviews — 150,000**

**Averaging a 25% increase each month!**

### Website Advertising Multi-Month Rates

Ad Size	1 mo.	3 mo.	6 mo.	9 mo.	12 mo.
Panel	\$400	\$1,000	\$2,000	\$3,000	\$4,000
Banner	\$300	\$750	\$1,500	\$2,300	\$3,000
Skyscraper	\$300	\$750	\$1,500	\$2,300	\$3,000

For more information, please contact Terri Killen, advertising sales director:  
512-300-0772 or TerriKillen@TSHAonline.org.



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# TEXAS ALMANAC

## 2016-2017

### Corporate Advertising Package

#### Advertising Package Includes:

##### Sample Print Section Opener



- Rotational Web Banner or Panel Advertisement
- Full-Page Print Advertisement Adjacent to Section Opener
- 10 copies of *Texas Almanac 2016-2017* (\$100 for each additional 10 copies)
- Section Title Page Highlight

**\$12,500 Value  
Only \$5,000**

##### Sample Web Banner & Panel Advertisements



#### Available Sections

Environment	Sports	Government	Business
Weather	Counties	Culture & the Arts	Transportation
Astronomical Calendar	Population	Health & Science	Agriculture
Recreation	Elections	Education	

**Print Deadline is June 10, 2015**

For more information about this opportunity

call 512-300-0772 or [TerriKillen@TSHAonline.org](mailto:TerriKillen@TSHAonline.org)

Texas State Historical Association 1155 Union Circle #311580 Denton, TX 76203-5017

[www.TexasAlmanac.com](http://www.TexasAlmanac.com)

# TEXAS ALMANAC

## 2016-2017

### Print Advertising Contract

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City • State • Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Advertiser hereby commits to the following ad size(s) and rate(s):**

Full Page: \_\_\_\_\_ 1/2 Page: \_\_\_\_\_ 1/4 Page: \_\_\_\_\_

Ad Rate(s): \_\_\_\_\_

Placement Preference (subject to availability): \_\_\_\_\_

Deposit or Full Payment: \_\_\_\_\_ Date for Final Payment: \_\_\_\_\_

Payment: Check\_\_\_\_ VISA\_\_\_\_ MasterCard\_\_\_\_ Discover\_\_\_\_ Amex\_\_\_\_ Invoice\_\_\_\_

Agreed to By: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

For more information, please contact Terri Killen, advertising sales director:  
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# TEXAS ALMANAC

## 2016-2017

### Website Advertising Contract

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City • State • Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Advertiser hereby commits to the following ad size(s), rate(s), frequency:**

Panel \_\_\_\_\_ Banner: \_\_\_\_\_ Skyscraper: \_\_\_\_\_

Ad Rate(s): \_\_\_\_\_

Months Ad to Appear: \_\_\_\_\_

Deposit or Full Payment: \_\_\_\_\_ Date for Final Payment: \_\_\_\_\_

Payment: Check\_\_\_\_ VISA\_\_\_\_ MasterCard\_\_\_\_ Discover\_\_\_\_ Amex\_\_\_\_ Invoice\_\_\_\_

Agreed to By: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

For more information, please contact Terri Killen, advertising sales director:  
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**TEXAS STATE HISTORICAL ASSOCIATION**

# TEXAS ALMANAC



2016-2017

Make your space  
reservations for the  
next *Texas Almanac*  
by **May 15, 2015.**  
*Contact us today!*

## ADVERTISING SPECIFICATIONS

### Print Ad Dimensions

(No Bleeds)

Full page . . . . .	5 in. wide x 8-1/8 in tall
Half page . . . . .	5 in. wide x 4 in. tall
Quarter (vertical) . . . . .	2-3/8 in. wide x 4 in. tall
Quarter (horizontal) . . . . .	5 in. wide x 2 in. tall

### Web Ad Dimensions

Panel Web Ad . . . . .	180 pixels x 150 pixels
Banner Web Ad . . . . .	468 pixels x 60 pixels
Skyscraper Web Ad . . . . .	160 pixels x 600 pixels

## HOW TO SUBMIT YOUR ELECTRONIC FILE

### Print Ads

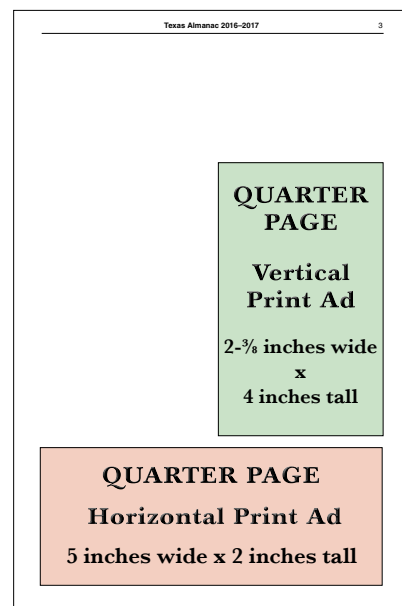
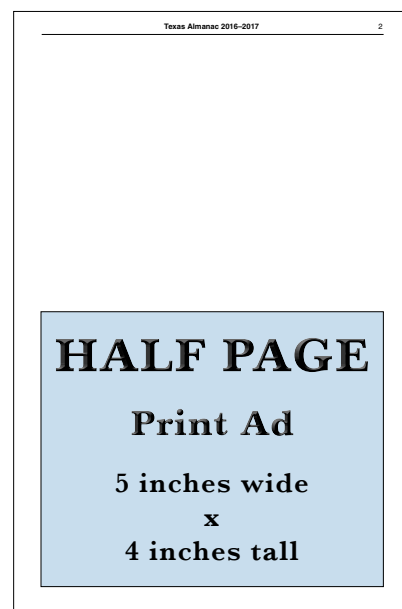
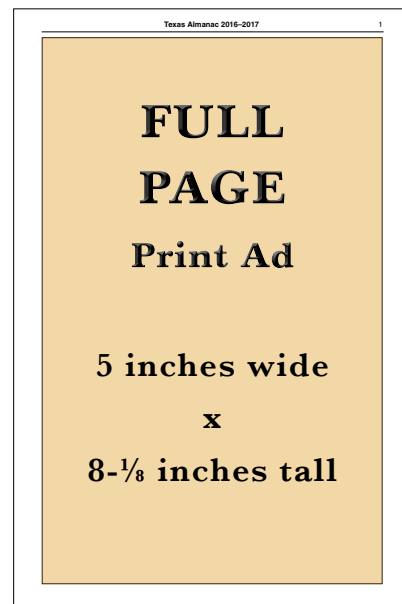
1. Send **Press Quality PDFs** only.
2. Ads should be sized to **100%**.
3. Embed **fonts** or convert to outlines before exporting PDF.
4. Color images must be **300 dpi**; line art must be **800 dpi**.
5. **CMYK** color only; no spot colors.

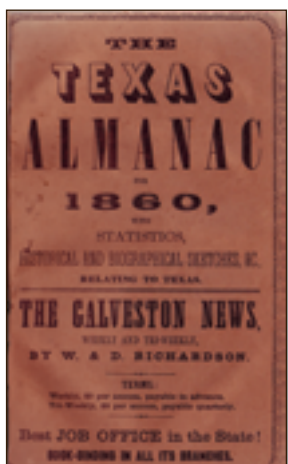
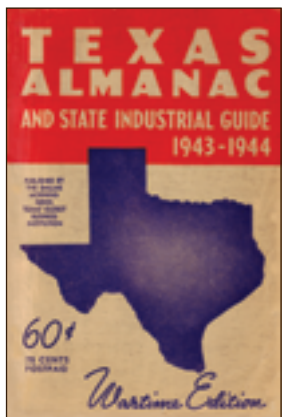
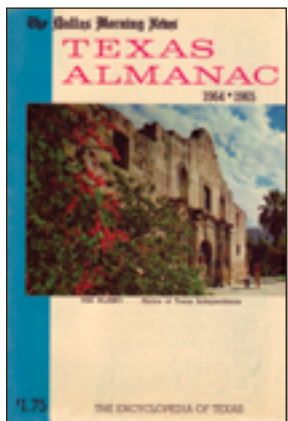
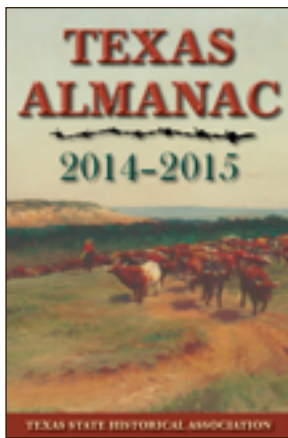
### Website Ads

1. Submit ads at **72 dpi**.
2. **RGB** color only.
3. Include the **website URL** to which your ad will point.

### How to Submit Print and Web Ads

Email ads and URLs to **TerriKillen@TSHAonline.org**.  
For more information, please contact Terri Killen at:  
**512-300-0772** or **TerriKillen@TSHAonline.org**.





# TEXAS ALMANAC

## SPONSORSHIP OPPORTUNITIES

*Support the Texas Almanac's Mission Dating from 1857  
to Chronicle Life in Texas through Print, e-Books, and Online*

### TITLE SPONSOR LEVEL ..... \$100,000

- Exclusive advertising space in the next print and ebook editions, the *Texas Almanac 2016–2017*, including **BOTH the front and back covers of the book and ebook**, two premier full-page ads, and a two-page company profile.
- Web panel ad (180 x 150) on the Texas Almanac and TSHA websites, starting immediately and rotating for two years, and sponsorship of two Topics pages on the Almanac website.
- Company exposure at the Texas State Historical Association Annual Meeting.
- 48 hardcover Texas Almanacs for your employees or to give as gifts.
- Complimentary Corporate Life Membership to the Texas State Historical Association.
- Recognition of your sponsorship on the Texas Almanac website, and in the Association's quarterly newsletter, and Annual Meeting program.

### PRINT PARTNER LEVEL ..... \$50,000

- Advertising space in the next print and e-book editions, the *Texas Almanac 2016–2017*, including one premier full-page ad and a one-page company profile.
- Web panel ad (180 x 150) on the Texas Almanac and TSHA websites, starting immediately and rotating for two years, and sponsorship of one Topics page on the Almanac website.
- Company exposure at the Texas State Historical Association Annual Meeting.
- Complimentary Corporate Life Membership to the Texas State Historical Association.
- 36 hardcover Almanacs for your employees or to give as gifts.
- Recognition of your sponsorship on the Texas Almanac website, and in the Association's quarterly newsletter and Annual Meeting program.

### UNDERWRITER LEVEL ..... \$25,000

- Premier full-page advertisement in the next print and e-book editions, the *Texas Almanac 2016–2017*.
- Web banner ad (468 x 60) on the Texas Almanac and TSHA websites, starting immediately and rotating for two years, and sponsorship of two Topics pages on the Almanac website.
- Company exposure at all Texas Almanac promotional events.
- Complimentary Corporate Life Membership to the Texas State Historical Association.
- 24 hardcover Almanacs for your employees or to give as gifts.
- Recognition of your sponsorship on the Texas Almanac website, and in the Association's quarterly newsletter and Annual Meeting program.

### SUPPORTER LEVEL..... \$15,000

- Premier half-page advertisement in the next print and e-book editions, the *Texas Almanac 2016–2017*.
- Web banner ad (468 x 60) on the Texas Almanac and TSHA websites, starting immediately and rotating for two years, and sponsorship of one Topics page on the Almanac website.
- Company exposure at all Texas Almanac promotional events.
- Complimentary Corporate Life Membership to the Texas State Historical Association.
- 12 hardcover Almanacs for your employees or to give as gifts.
- Recognition of your sponsorship on the Texas Almanac website, and in the Association's quarterly newsletter and Annual Meeting program.

**PUBLISHED BY THE TEXAS STATE HISTORICAL ASSOCIATION**

★ [WWW.TEXASALMANAC.COM](http://WWW.TEXASALMANAC.COM) ★ ★ [WWW.TSHAONLINE.ORG](http://WWW.TSHAONLINE.ORG) ★



# WHO READS THE TEXAS ALMANAC

**Attorneys and court officials** use the lists of judicial officials, county and district officials, and appellate jurisdictions.

**Businesses** of all types, including oilfield firms, farmers, and ranchers, use the county maps and the economic, demographic, and population data. Many businesses buy large quantities of Texas Almanacs to give as gifts.

**Contractors** use the lists of local officials and economic data.

**Fishermen and hunters** use the recreational information and the astronomical calendar to plan their trips, including using the moonrise and moonset times to plan night fishing trips.

**Genealogists** use the lists of cities and towns and the county maps.

**Governmental agencies**, both state and county, buy the Texas Almanac for reference. The Texas Department of Transportation uses the Almanac's list of cities and towns when deciding whether to install highway signs requested by small communities. The Texas Film Commission reprints our Astronomical Calendar in its printed manual and on its website. Various authorities use the list of lakes and reservoirs to determine ownership.

**Investors** use county information on wages and per capita income.

**Librarians** are prime purchasers, and countless people use library copies or call the library for information, for which the reference librarian uses the Texas Almanac.

**Licensed professionals** use the economic data and the names of officials on state boards and commissions.

**News media:** Broadcast media use the Texas Almanac in their newsrooms. Print media purchase them for their state desks, local desks, and copy editors. Many newspapers print the Almanac's sunrise and sunset times. Magazines use the Almanac for fact checking; the senior editor of *Texas Highways* says they couldn't do their jobs without the Texas Almanac. Publicists use the Almanac's media lists.

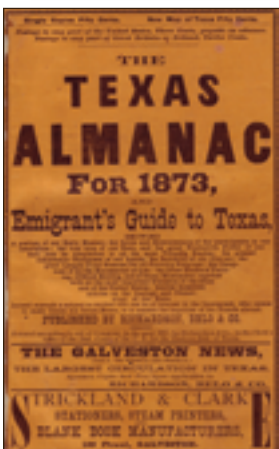
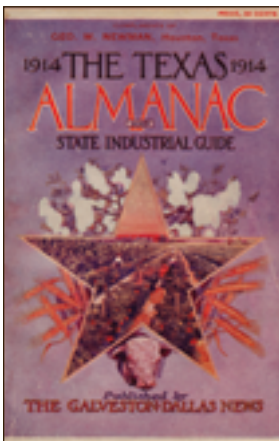
**Professional societies:** The Society of Professional Surveyors says its members use the county maps because of their detail and accuracy. Surveyors and geologists carry the Almanac when doing fieldwork.

**Researchers** use the detailed records of current and historical elections.

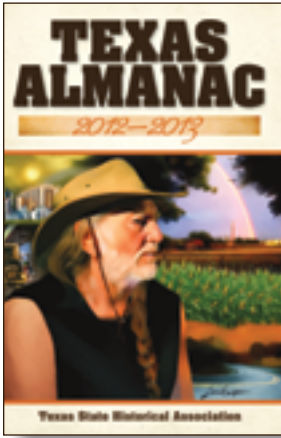
**Teachers and students** use the Almanac in social studies classes, especially those who teach and take mandatory Texas History courses in the 4th and 7th grades.

**Travelers and recreationists** use the parks and wildlife guides, information on lakes and rivers, the county maps, and the dates for meteor showers, eclipses, and the seasons.

**Trivia buffs** and Texans from grade-school students to senior citizens read all sections of the Texas Almanac.







# WHAT REVIEWERS ARE SAYING ABOUT THE TEXAS ALMANAC

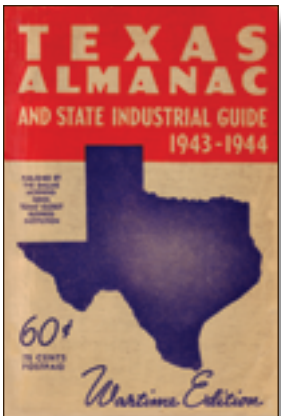
*“For those who like the serendipity of browsing through a handsomely presented book, one that fits in the glove compartment or backpack, the published edition offers its pleasures.”*

— Mark Busby , *Texas Books in Review*



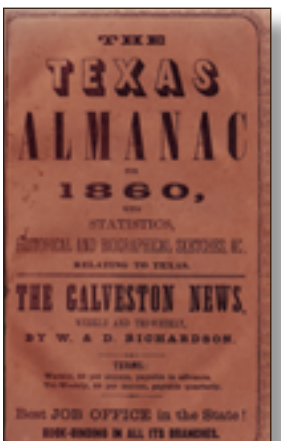
*“It’s good to have an official Texas Almanac. It settles arguments. . . . It amazes us with long-forgotten facts. . . . It reminds us of well-known, as well as not-so-known official facts about our state.”*

— Rick Smith, *San Angelo Standard-Times*

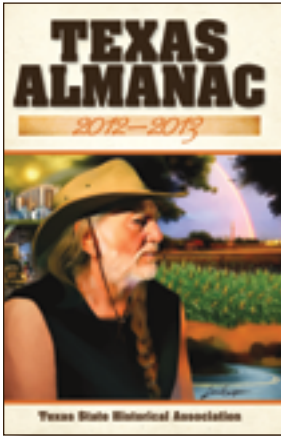


*“My hardbound copy of the Texas Almanac sits on my desk right next to my Bible and Dave Campbell’s Texas Football Magazine, all there for quick reference. My softbound copy of the Texas Almanac is kept in my RV. I use it as I travel around Texas.”*

— Robert “Texas Bob” McSpadden



# WHAT READERS ON AMAZON SAY ABOUT TEXAS ALMANAC

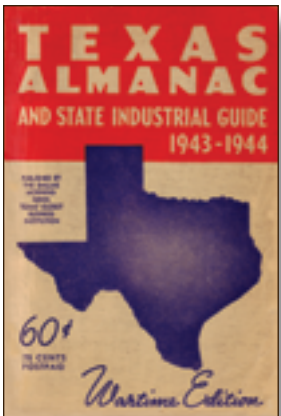


*“Open this book anywhere and it will draw you in. This is the perfect reference book addition to your library! . . . I love this book!” — Danielle*

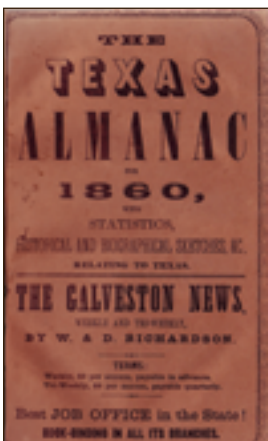


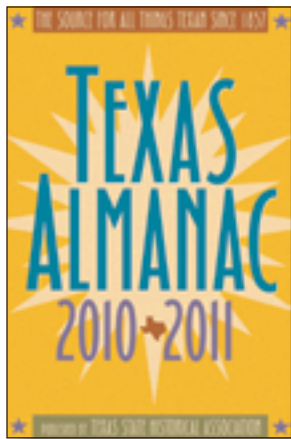
*“THE essential Texas guide and handbook for anyone with an interest in Texas . . . from birders to marketing consultants and real estate investors to weather and history buffs. A must for travelers and tourists. Beautifully illustrated with photography and detailed county/state maps in full color. Excellent charts and graphs . . . Well organized. Comprehensive. Clear, accessible presentation. Highly recommended. Don’t go anywhere in Texas without it.”*

*— Mary Ann Wilson*



*“This is a great reference book. We are lifelong Texans but there’s still a lot about our state we want to learn. When we hear a reference to a place, we look it up. We like that it tells us more than we thought to ask. Highly recommend.” — Lorena Linda*





# PUBLICATION HISTORY OF THE TEXAS ALMANAC

**T**he first edition of the Texas Almanac was published by *The Galveston News* in January 1857, just 21 years after Texas won its independence from Mexico and only 12 years after it became a state.

The focus of the earliest editions of the Texas Almanac was on history and the workings of the state government. These 19th-century editions included many first-person accounts of the Texas Revolution and the early days of the Republic and of statehood. An edition was published each year through 1873, except for 1866, totaling 16 annual editions. The editions for the years 1862–1865 were of pamphlet size, ranging from 48 to 64 pages. Because Galveston was one of the Gulf Coast ports blockaded by the Union Navy and there was constant threat of armed conflict during the Civil War, production of the 1862 edition was moved to Houston, and the next three editions were published in Austin.

Post–Civil War publication was resumed in Galveston in 1867. With the 1869 edition, the name was changed to *The Texas Almanac and Emigrant's Guide to Texas*, reflecting the state's need to attract settlers. The 1873 edition was the last 19th-century edition, because editor Willard Richardson died in 1875 and no one at the Galveston paper was able to continue editing the publication.

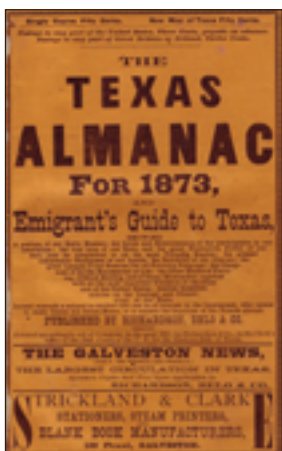
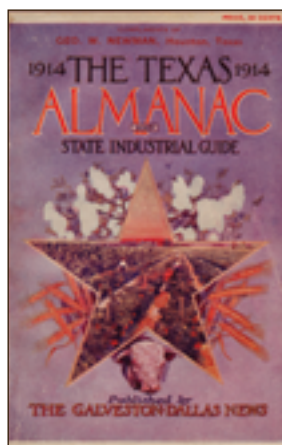
In 1885, *The Galveston News* spun off *The Dallas Morning News* as a North Texas branch newspaper. George Bannerman Dealey was sent from Galveston to establish the Dallas paper. Dealey thought that the Almanac would be a way to encourage the economic development of the state, and in 1904, *The Dallas Morning News* resumed publication of the Texas Almanac. Just three years earlier, the Spindletop Oil Field had been discovered near Beaumont, boosting Texas into the petroleum and industrial age. To reflect this change in the economic focus of the state, the name was changed to *Texas Almanac and State Industrial Guide*.

Following another hiatus, the Almanac resumed publication with editions in 1910, 1911, 1912, and 1914. Another gap in the series ensued with the outbreak of World War I. The present series was begun in 1925 by *The Dallas Morning News*, with annual editions through 1929, when the effects of the Great Depression caused a change to a biennial cycle. This schedule has been maintained, with only a couple of exceptions.

Beginning with the 1941–1942 edition, all Texas Almanacs have carried a two-year designation. By 1950, the Texas Almanac had become a reference book on resources, industries, commerce, history, government, population, and other subjects relating to the political, civic, and economic development of Texas.

In May 2008, the Texas State Historical Association acquired the Texas Almanac, and the Almanac staff, along with the TSHA organization, moved to the campus of the University of North Texas in Denton.

The fully searchable **Texas Almanac Archive**, which contains all editions from 1857 through 2004–2005, is available at [www.texasalmanac.com/archive](http://www.texasalmanac.com/archive).





# Texas State Historical Association

The Texas State Historical Association began on Feb. 13, 1897, when ten individuals met on the University of Texas campus to discuss founding an organization to promote the discovery, collection, preservation, and publication of historical material pertaining to Texas. The assemblage included academic and nonacademic historians, a blend of membership that has been preserved to the present day.

The Association's first director (or secretary, as he was called at the time) was history professor George P. Garrison of the University of Texas, and he brought together the most respected names in Texas to help him with his endeavor. Many of the organization's founding members were veterans of the Texas Revolution, Mexican War, and Civil War. Many held political offices. Some were well-known writers and historians. Year after year, the Association's membership grew as it recruited not only the writers, but also the makers of Texas history.

For more than a century, the Texas State Historical Association has played a leadership role in Texas history research and education, helping to identify, collect, preserve, and tell the stories of Texas. It now collaborates with the University of North Texas to carry on and expand its work. In the coming years, these two organizations, with their partners and members, will create a collaborative whole that will provide passion, talent, and long-term support for the dissemination of scholarly research, educational programs for the K–12 community, and opportunities for public discourse about the complex issues and personalities of our heritage.

In 2008, TSHA added the Texas Almanac to its list of core programs, which include the *Southwestern Historical Quarterly*, the oldest continuously published scholarly journal in Texas; the *Handbook of Texas Online*, the most comprehensive and authoritative state encyclopedia in the country; a book program that publishes new titles and reprints of Texas history classics; and an Education Program that reaches out to students and teachers at all levels throughout the state. The Almanac is a perfect complement to everything TSHA does because it deals not only with the history of the state but also with its present.



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## About the Texas Almanac Editors

Elizabeth Cruce Alvarez has been the editor of the Texas Almanac since 2002. She received a Bachelor of Journalism from the University of Missouri–Columbia in 1978 and has a background in both newspaper and textbook publishing. Alvarez has worked as a reporter and editor for newspapers in Missouri, Iowa, and Texas. In 1980, she moved to the Permian Basin, where she was an editor at *The Odessa American* and traveled extensively throughout Texas. Since 1985, she has lived in Tarrant County, where she was an editor at the *Fort Worth Star-Telegram* and, later, for Harcourt College Publishers. Alvarez lives in Southlake with her husband, Lamberto, and their daughter, Veronica.



Robert Plocheck, associate editor, has been with the Texas Almanac since 1994. He is a native of Houston and was raised in Damon on the Gulf Coast. He received a Bachelor of Journalism from the University of Texas at Austin in 1972 and has worked at the *Austin American-Statesman* and the *Marshall News-Messenger*. He served for 15 years as an editor for religious newspapers in Houston and Tyler. For many years, he was a regular contributor to the Religion section of *The Dallas Morning News*, writing reviews of books and magazines. Plocheck resides in Denton.