



Dear Rice Village Merchant,

The Rice Village Alliance, merchant association for the Rice Village, has contracted with Tea In Texas to create a printed “Rice Village Guide” to be produced and distributed this fall. The guide will be printed in full color and feature a large map of the Rice Village showing the location of all Village businesses, together with color-coded category listings of the business names and their phone numbers.

**Rice Village merchants may claim their FREE listing in the Rice Village Guide by visiting [ricevillagealliance.com](http://ricevillagealliance.com) and completing the online form found there.**

Membership in the Rice Village Alliance is not required, however paid RVA members will receive preference when purchasing the limited amount of display advertising available in the guide.

## **THE DEADLINE FOR CLAIMING YOUR FREE RICE VILLAGE GUIDE MERCHANT LISTING IS JULY 15**

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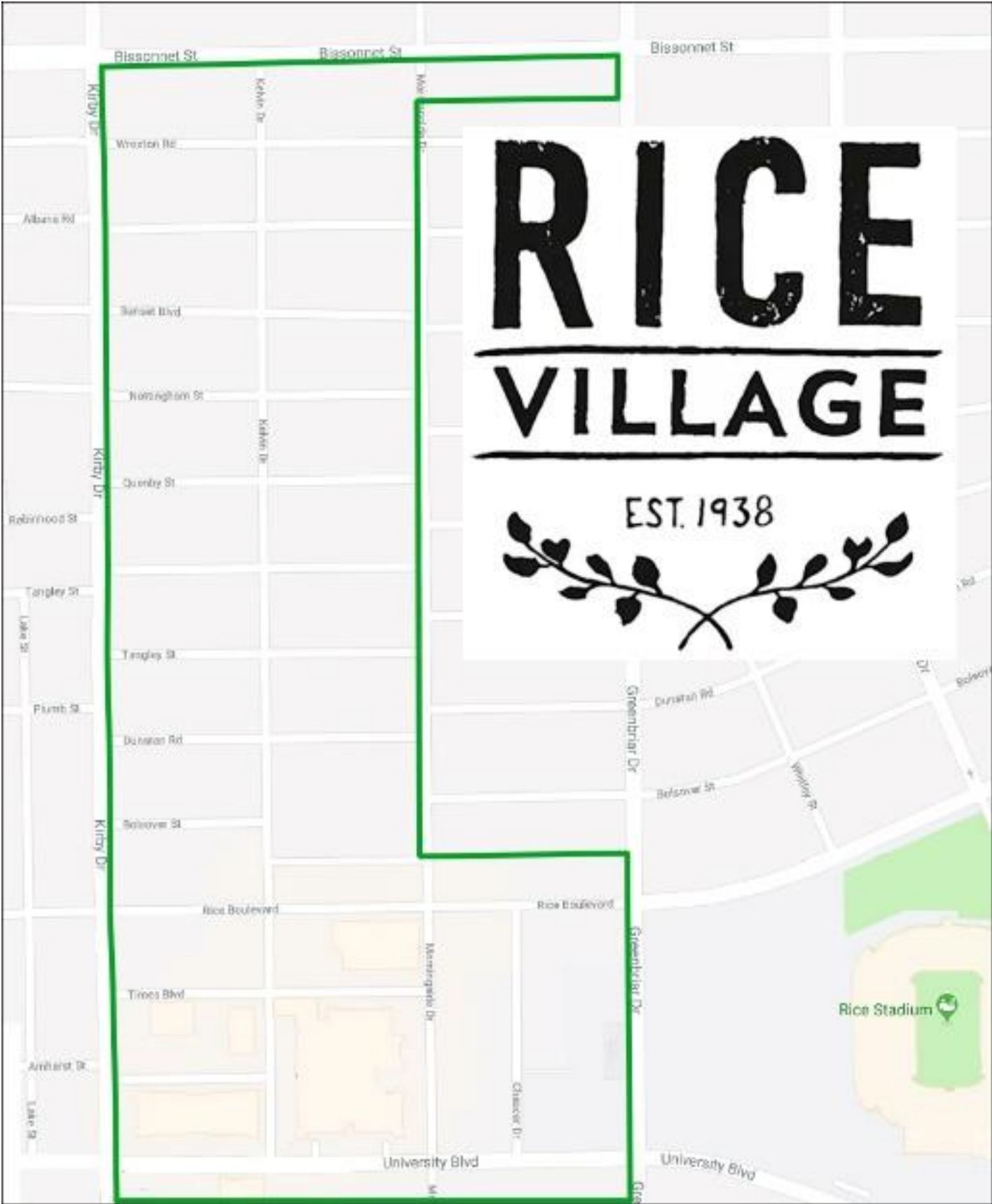
The layout of the guide is still being determined, but it will be a full-color, two-sided printed sheet, folded to a standard rack brochure size, and will have 10 panels per side (each panel side representing a rack-brochure sized “page”). The equivalent of nine of the resulting 20 pages (panel sides) will be reserved for advertising. Advertising rates are \$550 for a half-panel and \$900 for a full panel. To advertise in the Rice Village Guide, please write: [sales@teaintexas.com](mailto:sales@teaintexas.com).

Assuming all ads are sold, our plan is to produce 90,000 copies of the Village Guide to be distributed free of charge to Rice Village merchants, at the Rice University Welcome Center, via distribution at 70 area hotels, and newspaper inserts in zip codes 77005 and 77030.



**Houston's walkable, shopable, edible, livable neighborhood.**

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**RICE**

**VILLAGE**

EST. 1938

