

# FIESTA<sup>®</sup> SAN ANTONIO MAGAZINE

For advertising information  
contact Louis Doucette  
(210) 410-0014  
Louis@TravelingBlender.com



## RATE CARD

POSITION (ALL RATES ARE NET)	DIRECT BUY	MEMBER RATE	PMO RATE
Back Cover	\$3,995.00	\$3,495.00	\$2,995.00
Inside Front Cover	\$3,795.00	\$3,295.00	\$2,795.00
Inside Back Cover	\$3,495.00	\$2,995.00	\$2,495.00
Page 3	\$3,795.00	\$3,295.00	\$2,795.00
Premium Positions	\$3,495.00	\$2,995.00	\$2,495.00
Two Page Spread	\$4,750.00	\$4,250.00	\$3,450.00
Full Page	\$2,795.00	\$2,495.00	\$1,995.00
Half Page	\$1,495.00	\$1,395.00	\$1,195.00
Quarter Page	\$845.00	\$795.00	\$695.00

Creative services available  
at no additional cost.

All ads are placed by the  
publisher (ROP/Run Of Press)  
unless a premium position  
fee is paid.

Artwork can be emailed to  
Louis@TravelingBlender.com  
Include contact name, phone  
number, size of ad to be run,  
along with any additional  
comments and questions.

## DISTRIBUTION 50,000 COPIES PRINTED & DISTRIBUTED IN FEB. & AVAILABLE AT:

All San Antonio area HEB, Jim's Restaurants & Whole Foods locations for the months of February & March.

Sixty seven area hotel locations for the months of February & March.

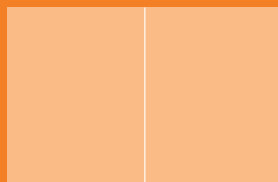
San Antonio CVB, Centro, USO, Airport Ambassadors & the Alamo Visitors Center for the months of February & March.

Fiesta Commission members, sponsors and donors before and over Fiesta.

Fiesta San Antonio Magazine has a reach of 3.6 million people during the 11 day, 106 event celebration.

## DEADLINES PLACEMENT - JANUARY 6, 2017 ARTWORK DUE - JANUARY 13, 2017

## SPECIFICATIONS



**TWO PAGE SPREAD**  
16.75" x 10.875" trim  
15.75" x 9.875" live area  
17.25" x 11.375" w/bleed



**FULL PAGE**  
8.375" x 10.875" trim  
7.375" x 9.875" live area  
8.875" x 11.375" wbleed

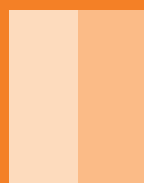
All ads are 4-color CMYK.  
No RGB or Spot Colors.

Resolution: A minimum  
of 300 dpi is required.

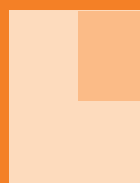
File Format: Press-ready  
PDFs are preferred. EPS,  
TIFF or JPEG file formats  
will also be accepted.  
Crop marks must be  
included on all files.



**HALF PAGE  
HORIZONTAL**  
7.375" x 4.685"  
no bleed



**HALF PAGE  
VERTICAL**  
3.5" x 9.875"  
no bleed



**QUARTER  
PAGE**  
3.5" x 4.685"  
no bleed

Please Note: Due to tolerances in web printing, bindery and ink variances,  
the publisher does not guarantee the exact color match or exact trim to proofs.

Color proof is  
recommended.