

Text-to-Vote 38401



# November 24, 2023 - 6pm to 9pm Souvenir Program - Media Kit

The 42<sup>nd</sup> Annual Ford Holiday River Parade is a San Antonio tradition that offers a spectacular one-hour parade along the San Antonio River Walk. The 2023 theme, *Holiday Stories*, features illuminated floats and costumed parade participants.

A digital version the Souvenir Program is available on the River Walk website, [TheSanAntonioRiverWalk.com](http://TheSanAntonioRiverWalk.com). A Souvenir Program link will be sent to ticket purchasers prior to the parade.

Grab customers at the beginning of the shopping season!

## Opportunity to Directly Reach Thousands of Consumers

Over 50,000 people attend the Ford Holiday River Parade, held the day after Thanksgiving since 1980.

The free Souvenir Program is distributed to all ticket-buying parade attendees including viewers buying dinner/parade packages from hotels and restaurants.

Your ad is in consumers' hands at the very beginning of the holiday shopping season.

## Advertising Position

## Advertising Rate

Back Cover	\$1200
IFC & Page 3	\$1200
IBC & Premium Positions	\$900
Full Page	\$800
Half Page	\$500
Quarter Page	\$400

All ads are full color. All rates are net.

The program will be uploaded online before the parade.

## Deadlines

Placement	Artwork Due
November 7, 2023	November 10, 2023

## Ad Sizes & Specifications

### Ad Formats

- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inch on all sides required of all ads
- Crop marks must be included

### Ad Creation & Photography

We can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

### Ad Submission

Ads can be sent via Email ([louis@travelingblender.com](mailto:louis@travelingblender.com)), CD, or USB flash drive. Ask your account representative for details.

## Tech Specifications

## Trim Size

## Bleed

Full Page	5.5" x 8.5"	5.75" x 8.75"
Half Page	5" x 3.75"	no bleed
Quarter Page	3.75" x 2.375"	no bleed



For advertising information contact  
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