



October 25, 2024 - 7pm Souvenir Program - Media Kit

San Antonio is the premier location to celebrate Dia de Muertos, or Day of the Dead, with its many festivals, commemorations, and celebrations. Join us for the Day of the Dead San Antonio River Parade, where you'll see festive barges decorated with altars, catrinos, and catrinas, and costumed characters paying homage to the occasion and celebrating the life and memories of loved ones past. The festivities continue all weekend long at La Villita Historic Arts Village!

Decorated barges will parade down the river that runs through the heart of our magnificent city along the River Walk. Each barge represents a different figure or tradition associated with the Day of the Dead.

A digital version the Souvenir Program will be available on the River Walk website, TheSanAntonioRiverWalk.com. A Souvenir Program link will be sent to ticket purchasers prior to the parade.



Advertising Position	Advertising Rate
Full Page	\$700
Half Page	\$400
Quarter Page	\$250

All ads are full color. All rates are net.

Deadlines

Placement	Artwork Due
October 15, 2024	October 21, 2024



This will be a digital Souvenir Program and will be available on the River Walk website, TheSanAntonioRiverWalk.com. A Souvenir Program link will be sent to all ticket purchasers prior to the parade.

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), CD, or USB flash drive. Ask your account representative for details.

Tech Specs

	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

