



## November 29, 2024 - 6pm to 9pm Souvenir Program - Media Kit

The 43rd Annual Ford Holiday River Parade is a cherished San Antonio tradition that brings joy and festivity to the San Antonio River Walk. This year's theme, Toy Box Adventures, promises a whimsical and magical experience for all ages.

Join us for our annual spectacle featuring 27 beautifully illuminated floats, 5 entertainment floats, and over 100,000 holiday lights (2,250 strands) that brighten the River Walk from sundown to sunrise until the weekend after New Year's Day.

With Grand Marshals Phil Green, CEO of Frost Bank, and comedian Steve Trevino, the Ford Holiday River Parade kicks off the holiday season with style and laughter. Held the day after Thanksgiving, the parade and river lighting ceremony begin on Friday, November 29, 2024, at 6 PM at the Tobin Center, with a live broadcast at 7:05 PM from the Arneson River Theatre. Don't miss this magical event that's sure to be a highlight of your holiday season!

The printed program will be distributed to all ticket-buying parade attendees including viewers buying dinner/parade packages from hotels and restaurants.

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

For advertising information contact  
**Traveling Blender, LLC.**

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<b>Advertising Position</b>	<b>Advertising Rate</b>
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.

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

**Deadlines**

Placement	Artwork Due
November 15, 2024	November 19, 2024

**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**

	<b>Trim Size</b>	<b>Bleed</b>
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

