

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

## 2022

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



## RATE CARD

All rates are NET  
All ads are full color  
Design services available at no additional cost

POSITION (ALL RATES ARE NET)	DIRECT BUY	MEMBER RATE	PMO RATE
Back Cover	\$5,150	\$4,295	\$3,295
Inside Front Cover	\$4,595	\$3,850	\$2,995
Inside Back Cover	\$4,025	\$3,500	\$2,695
Page 3	\$4,595	\$3,850	\$2,995
Premium Positions	\$4,025	\$3,500	\$2,695
Full Page	\$3,450	\$2,675	\$2,195
Half Page	\$1,825	\$1,650	\$1,495
Quarter Page	\$1,025	\$925	\$745

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 Available at the following locations

All San Antonio area HEB's, Jim's Restaurants, & Whole Foods locations.

Sixty-seven area hotel locations.

Visit San Antonio, Centro, USO, Airport Ambassadors & the Alamo Visitors Center.

Fiesta Commission members, sponsors and consumers prior to Fiesta.

Fiesta San Antonio has a reach of 2.5 million people.

## DEADLINE Placement deadline January 3, 2022 Final artwork due January 10, 2022

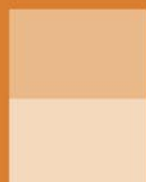
## SPECIFICATIONS



**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



**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

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.

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.