

**W**e are pleased to announce the newest edition of *Visit San Antonio*, The Official Visitor's Guide to San Antonio. Published annually, *Visit San Antonio* reaches visitors with a circulation that is varied and well-maintained. Produced by the San Antonio Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote the city as a premier travel destination. *Visit San Antonio* is a convenient resource for travelers and includes:

- Maps
- Visitor Tips
- Attractions
- Arts & Culture
- Shopping
- Dining & Nightlife
- Accommodations
- Calendar of Events
- Directory Listings
- Sports
- Suggested Itineraries



In addition to the printed piece, *Visit San Antonio* will also be available in a digital version. In an effort to extend the reach of your ad, we will feature clickable advertiser links on this platform. ▼



## ENGLISH DISTRIBUTION

375,000 copies

- 12,000 to San Antonio Visitor Information Center
- 163,000 for Travel Information Centers and requests through San Antonio CVB
- 50,000 polybagged with July issue of *Texas Monthly*
- 75,000 for airport ambassadors
- 75,000 for conventions and meeting attendees

## SPANISH DISTRIBUTION

25,000 copies

- 10,000 distributed through San Antonio's International Relations Office in Mexico
- 15,000 polybagged with a high-end consumer magazine distributed in Mexico

## DEADLINES (2018)

Advertising Reservation  
**March 23, 2018**

Ad Materials Due  
**March 30, 2018**

## ADVERTISING RATES

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$14,500
Full page	\$11,500
1/2 page	\$7,250
1/3 page	\$5,000
1/6 page	\$2,600
Premium Map Listing	\$750
Map Sponsorship	\$5,500

### Publication Specifications

**Trim Size:**  
6.5" x 9.75"

**Live Matter:**  
6" x 9.25"

*Live matter should not fall closer than 1/4" to trim.*

*For match and metallic ink, consult publisher. Bleed: No charge. Preferred Position: Add 10% to all space units.*

*Advertising should be submitted in digital format. All images and elements should be placed at 100% in CYMK to SWOP standards with a minimum resolution of 300 dpi.*

### Ad Dimensions

**Covers/Full Page**  
6.75" x 10"

**1/2 Page Horizontal**  
5.5" x 4.31"

**1/2 Page Vertical**  
2.69" x 8.75"

**1/3 Page Horizontal**  
3.5" x 4.8"

**1/3 Page Vertical**  
1.92" x 8.75"

**1/6 page**  
2.69" x 2.84"

### Premium Map Listings

**Ad materials should include:**  
Advertiser name, website, phone number, and up to 50 words of copy.

### To upload your ad file

Please upload your ad materials (PDF, JPEG, TIFF, or .zip file) by visiting

<http://texasmonthly.com/upload-ad/>

Be sure to fill out all information, and choose the title your ad is appearing in. If you prefer to ship your file on disk, please use the address under "Shipping Address for Ad Materials" section.

#### File Format

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS, or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

#### Images

**Print:**  
CMYK, 300 dots per inch, EPS format.

#### Spot Colors

All spot/PMS colors must be converted to CMYK by the advertiser; if not, TMCP will do so and bears no responsibility for color shifts.

#### Density

Do not exceed 300% of all four colors in any area.

#### Proofs

Please submit a proof from a SWOP-certified proofing device for color ads. TMCP is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

#### Confirming Proofs

TMCP does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail you a confirming screenshot JPEG or PDF.

### To Send your ad file

Please submit a CD or DVD with all ad files (including supporting layout files when applicable), an acceptable proof, and contact information in case we have a problem with your ad.

#### Shipping Address for Ad Materials

Please send ad materials via trackable overnight delivery service to:

Texas Monthly CUSTOM PUBLISHING  
**Attn: Ad Trafficking / Visit San Antonio**  
816 Congress, Suite 1700  
Austin, TX 78701  
512.320.6991

### Cancellations

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by TMCP after the closing date. If, by the materials deadline, TMCP has not received copy deemed acceptable for publication, TMCP may either repeat the advertiser's most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The publisher and the San Antonio Convention & Visitor Bureau each reserve the right to reject any advertising wording, substance, or appearance deemed in the sole discretion of either to be objectionable, or any URL address to sites deemed objectionable with or without notice and whether or not such wording, substance, appearance, or URL address was previously acknowledged or published.

### Questions

For technical questions regarding your ad and additional information regarding materials, contact:  
Production Department,  
512-320-6991,  
[ads@texasmonthly.com](mailto:ads@texasmonthly.com)