roduced by Visit San Antonio and *Texas Monthly*, the annual Visit San Antonio Official

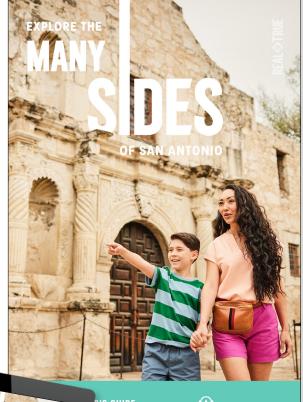
Visitor's Guide is the only official primary
fulfillment publication promoting the city as
a premier travel destination. The all-digital,

page-turning, and downloadable guide offers visitors a convenient resource as they explore the Alamo City. With both English and Spanish versions, the *2025-26 Official Visitor's Guide* will be showcased on VisitSanAntonio.com's home page beginning May 23, 2025 and will be sent to all visitor inquiries via a downloadable link through June 1, 2026.

This digital format enhances the speed of delivery to visitors and enables rich media and video within its editorial and advertising content. The guide will be easy to download by the five million yearly visitors to VisitSanAntonio.com. Live links contained within ads will link to advertisers' websites. The Guide will also be featured in e-mail blasts sent monthly to Visit San Antonio's in-house visitor list of 73,000 and promoted in all Visit San Antonio's advertising programs, including social media posts to 1.5 million followers. The guide will also be promoted via Texasmonthly.com,

to its more than 1.7 million unique visitors each month.

- Attractions
- Arts & Culture
- Calendar of Events
- Dining & Nightlife
- Family Fun
- Maps
- Shopping
- Sports



R'S GUIDE Summer 2024 VISIT SAN ANTONIO

CLICK HERE to access the 2024-25 Visit San Antonio Official Visitor's Guide!

# **English Distribution**

Digital only copies May 23, 2025 – June 1, 2026

## **Spanish Distribution**

Digital only copies June 30, 2025 – June 1, 2026

# **Advertising Rates**

NET RATE
\$9,425
\$7,475
\$4,715
\$3,250
\$1,690
\$485

# **Deadlines**

Advertising Reservation FRIDAY, April 4, 2025

Ad Materials Due FRIDAY, April 11, 2025

## **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.

Advertising should be submitted in digital format. All images and elements should be placed at 100% in RGB with a minimum resolution of 300 dpi.

## **Ad Dimensions**

Covers/Full Page 6.5" x 9.75"

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 40 words of copy. If desired, also submit one high-res image.

## 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

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**

RGB, 300 dots per inch, EPS format.

#### **Confirming Proofs**

TM 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

Attn: Ad Trafficking / Visit San Antonio 816 Congress Avenue, Suite 1700 Austin, TX 78701 512-320-6991

CLICK <u>HERE</u> to access the 2024-25 Visit San Antonio Official Visitor's Guide!

### **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 TM after the closing date. If, by the materials deadline, TM has not received copy deemed acceptable for publication, TM 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 Visit San Antonio 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

