



**P**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

**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

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$9,425
Full page	\$7,475
1/2 page	\$4,715
1/3 page	\$3,250
1/6 page	\$1,690
Premium Map Listing	\$485

### Deadlines

- Advertising Reservation  
**FRIDAY, April 4, 2025**
- Ad Materials Due  
**FRIDAY, April 11, 2025**

Contact: David Dunham | [ddunham@texasmonthly.com](mailto:ddunham@texasmonthly.com) or 512-415-5002, or your Texas Monthly advertising representative.



## 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

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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](mailto:ads@texasmonthly.com)

