



Fiesta[®] San Antonio Commission Inc.

Official Fiesta[®] 2011 Magazine Advertising Information

Advertising Rates:

Center spread	\$4,000
Back Cover (not available)	\$3,000
Inside F/B (not available)	\$2,500
Position Page	\$1,750
Full Page 4/C	\$1,500
1/2 Page 4/C	\$1,000
1/4 Page 4/C	\$500
1/8 Page 4/C	\$250

Mechanical Requirements:

Printing:	Web Offset
Binding:	Saddle Stitch
Trim Size:	8.375" w x 10.875" h
Ad Size: (.25" bleed, all 4 sides on full page)	
Full Page Bleeds 4 sides	8.375" w x 10.875" h
1/2 Page Horizontal	7.5" w x 4.6" h
1/4 Page	3.5" w x 4.6" h
1/8 Page	3.5" w x 2.25" h

Advertisement Design Rate: \$25 fee per ad

Advertiser must provide copy and artwork on a CD to the Fiesta Commission at the address below by Dec. 15. Copy should be in MS Word format. Artwork, including line art, photos and logos, should be in JPEG format at 300 dpi.

Ad specifications:

Resolution: 300 dpi

Materials Needed: **Electronic files. Matching color proof suggested.** (To be sent by regular mail)

EPS, TIF, JPG or PDF file.

Include all graphic files and fonts used and color proof. Materials will be returned upon request.

Electronic files no larger than 5MB can be e-mailed to anne@fiesta-sa.org.

Files on a CD and printed color proofs can be sent through regular mail to the address below.

Deadline for camera-ready art is Dec. 15, 2010.

For additional information contact:

Anne Keever Cannon

(210) 227-5191

anne@fiesta-sa.org



OFFICIAL FIESTA[®] 2011 MAGAZINE

ADVERTISING INSERTION ORDER

Final order deadline: **Dec. 15, 2010**

Advertiser _____

Agency _____

Billing Address _____

City State, ZIP _____

Contact Person _____

Title _____ Phone _____ E-mail _____

AD SIZE/ FORMAT (See Rate Sheet for Dimensions)

- | | |
|---------------------------------|--|
| _____ Center spread (\$4,000) | _____ 1/2 Pg. horizontal color (\$1,000) |
| _____ Back cover (\$3,000) | _____ 1/4 Pg. color (\$500) |
| _____ Inside F/B (\$2,500) | _____ 1/8 Pg. horizontal color (\$250) |
| _____ Position page (\$1,750) | _____ Ad design (\$25) |
| _____ Full page color (\$1,500) | |

\$ _____ Total Due

Please do not send your payment with this order. The Fiesta San Antonio Commission will invoice you.

(Payment is due by Jan. 30, 2011.)

Authorized Signature _____ Title _____

Date _____

Reserve your advertisement in the Official Fiesta[®] 2011 Magazine Today! Send your order to:

Fiesta[®] 2011 Magazine
Attn: Anne Keever Cannon, APR
Fiesta[®] San Antonio Commission, Inc.
2611 Broadway
San Antonio TX 78215
FAX: (210) 227-1139 (FIESTA Commission)

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