



Fiesta[®] San Antonio Commission Inc.

Official Fiesta[®] 2012 Magazine Advertising Information

Magazine Order Form—Deadline December 15—Please Buy Now!

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

Advertisers may elect to lock in 2012 ad rates by agreeing now to a three-year contract. You will be invoiced this year for the full three-year amount.

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, 2011.

For additional information contact:

Anne Keever Cannon

(210) 227-5191

anne@fiesta-sa.org

Fiesta San Antonio Commission
2611 Broadway
San Antonio TX 78215

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OFFICIAL FIESTA® 2012 MAGAZINE

ADVERTISING INSERTION ORDER

Final order deadline: **Dec. 15, 2011**

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) | _____ 3 years at this ad rate |

\$ _____ Total Due

This agreement is good for three years (2012,2013, 2014) at the same ad rate per year. I will be invoiced for the full three-year amount.

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

(Payment is due by Jan. 30, 2012.)

Authorized Signature _____ Title _____

Date _____

Reserve your advertisement in the Official Fiesta® 2012 Magazine Today! Send your order to:

Fiesta® 2012 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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