



**P**roduced by **Visit San Antonio** and *Texas Monthly*, the annual *San Antonio 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 2022-23 *Visitor's Guide* will be showcased on **VisitSanAntonio.com's** home page from Memorial Day weekend and will be sent to all visitor inquires via a downloadable link through June 1, 2023.

This digital format enhances the speed of delivery to visitors and enables rich media and video within its editorial and advertising. It's also easily downloaded by the millions of 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 65,000 and promoted in all Visit San Antonio's advertising programs, including social media posts. *The Guide* will also be promoted via Texasmonthly.com, more 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](#) for link to the 2021-22 Visit San Antonio Visitor's Guide!

## ENGLISH DISTRIBUTION

Digital only copies  
May 23, 2022 – June 1, 2023

## SPANISH DISTRIBUTION

Digital only copies  
May 27, 2022 – June 1, 2023

## 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 1, 2022**

Ad Materials Due  
**FRIDAY, April 8, 2022**

## 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

6.75" 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

#### Print:

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 [HERE](#) for  
link to the Spanish  
2021-22 Visit San Antonio  
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)

