

28th Annual Ford Holiday River Parade Program
Advertising Rates



This annual publication in accordance with our 28th Annual Ford Holiday River Parade is distributed to over **7,000** ticket holding attendees on the day of the parade. This parade hosts **over 180,000 in attendance** and is **broadcasted to 60.2 million TV households at least 95 times in over 70 television markets throughout the United States.**

This Annual Parade brings in many holiday visitors to the River Walk during the holiday season and has become a San Antonio tradition. The program is a lasting keep sake in the hands of a targeted demographic in San Antonio during **the biggest buying time of the year.** This targeted special publication is the perfect medium to put your business in front of the thousands of attendees of the 2009 Ford Holiday River Parade, a light hearted event targeted toward the increasing sales for downtown businesses during the holiday season.

The program will be uploaded online 2 weeks before the parade and will also be emailed to event attendees. I special insert with the River Walk Map and coupons will be present for attendees to use on the River Walk before & after the parade.

Size	Ad Size	Before Oct. 1 st	After Oct 1 st
Back Cover	8.375" x 11.125" (full bleed)	\$1200.00	\$1300.00
Inside Front/Back Cover	8.375" x 11.125" (full bleed)	\$1000.00	\$1100.00
Full Page	8.375" x 11.125" (full bleed)	\$800.00	\$900.00
2/3 Page	4 ^{5/8"} x 9 ^{15/16"}	\$600.00	\$700.00
1/2 Page	7 ^{1/2"} x 4 ^{7/8"} H or 3 ^{9/16"} x 10" V	\$500.00	\$600.00
1/3 Page	4 ^{5/8"} x 4 ^{5/8"} H or 2 ^{3/16"} x 9 ^{15/16"} V	\$400.00	\$500.00
1/4 Page	7 ^{1/2"} x 2 ^{3/8"} H or 3 ^{9/16"} x 4 ^{7/8"} V	\$300.00	\$400.00
1/6 Page	4 ^{5/8"} x 2 ^{3/8"} H or 2 ^{3/8"} x 4 ^{5/8"} V	\$200.00	\$300.00
2/3 page Map Insert Advertiser	4 ^{5/8"} x 9 ^{15/16"}	\$650.00	\$750.00
Coupon (Insert)	3 1/2" x 2" (Uploaded online also)	\$150.00	\$200.00
Holiday Event listing	7 lines or 14 lines	\$60.00/\$100.00	\$75.00/\$125.00

Deadline November 6th, 2009

SPACE RESERVATION

Advertiser					Member			Ad Total		
Billing Address							Phone			
City				State		Zip			Fax	
Email							Cell			
Authorized Agent										
Location Address							Phone			
City				State		Zip			Fax	
Email							Cell			

Ad Size: Full _____ 2/3 _____ 1/2 _____ 1/3 _____ 1/4 _____ 1/6 _____

Ad Shape: Horizontal _____ Vertical _____ Square _____ Coupon _____

Authorized by: _____ Date: _____
Advertiser: Name & Company

Authorized by: _____ Date: _____
Sales & Marketing Director