

The Ultimate Party Planner

Fiesta, the biggest party of the year is about to get underway. And now is the time for your business to join the festivities and find success. Reserve your space in the guide to Fiesta from the San Antonio Express-News and get ready to party with consumers who really know how to celebrate! Your business will be featured in the must-have guide that partygoers rely on to help them navigate through the 11-day celebration. Call your sales representative today and discover the real reason to celebrate

- Over 3 million people attend Fiesta San Antonio each year
- 21% are visitors who come from more than 50 miles away
- Visitors spend more than \$124 a day

Source: Fiesta San Antonio Commission Economic Impact Study 2007

PUBLICATION	SPACE DEADLINE	EDI RELEASE
Thursday, April 7	Monday, March 28	Thursday, March 31
FORMAT	2011 RATES	
Tabloid	\$76 per column inch	
	Color Rates:	\$23 per column inch for one color \$37 per column inch for full color

Fiesta Coronation Edition

This colorful, festive section features a full color cover with the Order of the Alamo Queen and Princess in their one-of-a-kind gowns. The inside pages feature the Duchesses and information on all the major events of Fiesta. This special edition is a San Antonio tradition. Don't miss out! The section will be inserted in the full run of the Express-News and North Central News.

PUBLICATION	SPACE DEADLINE	EDI RELEASE
Thursday, April 14	Monday, April 4	Thursday, April 7
FORMAT	2011 RATES	
Tabloid	\$76 per column inch	
	Color Rates:	\$23 per column inch for one color \$37 per column inch for full color

Double your exposure by advertising in both Fiesta Special sections and save 15%!

2011 RATES

\$129 per column inch
COLOR \$63 per column inch for full color



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