

2011 Texas Traveler Destination: Success.

When San Antonians want to getaway to the perfect Texas destination, they pick up the **Texas Traveler** from the San Antonio Express-News and get ready to pack their bags. From single-day adventures to road trips and weekend getaways...this great publication features some of the most popular and most desired leisure destinations in Texas and the region.

Join the **Texas Traveler** and get ready to welcome new visitors to your establishment.

PUBLICATION DATES

Friday, February 18
Friday, May 13
Friday, September 16
Friday, November 26

SPACE DEADLINES

Monday, January 24
Monday, April 11
Monday, August 22
Monday, November 1

EDI DEADLINES

Monday, January 31
Monday, April 18
Monday, August 29
Monday, November 8

INSIDE AD SIZES

Full Page (Full bleed)

Full Page (No bleed)

Half Page (H)

Half Page (V)

Quarter Page (M)

All ads are full color

DIMENSIONS

5.875" x 8.875"

Trim: 5.375" x 8.375"

Safe: 4.875" x 7.875"

4.875" x 6.20"

4.875" x 3.687"

2.312" x 7.625"

2.312" x 3.687"

RATES

\$1,200

\$1,200

\$ 750

\$ 750

\$ 475

PREMIUM AD SIZES

Center Spread

Back Page (Full bleed)

Page 2 (H)

Page 3 (Full bleed)

DIMENSIONS

10.25" x 7.62"

5.875" x 8.875"

Trim: 5.375" x 8.375"

Safe: 4.875" x 7.875"

4.875" x 3.687"

5.875" x 8.875"

Trim: 5.375" x 8.375"

RATES

\$2,650

\$1,500

\$ 800

\$1,400

FORMAT

Mini-tab format, printed on glossy paper

For Advertising information contact your sales representative or call (210) 250-2514



Each week you can reach over 1 million adults with
our print and online products.

For everything you need
We're Here For You.

HEARST media services

San Antonio Express-News | mySA.com | Yahoo!