

The logo features the number '300' in a large, stylized font with a yellow-to-magenta gradient. Below it, the words 'SAN ANTONIO' are written in a bold, yellow, sans-serif font. A magenta four-pointed star symbol is positioned between the words 'ANTON' and 'IO'.

# 300 SAN ANTONIO

The 300th Anniversary of San Antonio | Media Kit

Join us as we celebrate San Antonio's past, present, and our bright future!





**THIS IS YOUR  
CHANCE TO BE  
PART OF  
HISTORY**

**300**  
SAN ANTONIO



# SAN ANTONIO'S TRICENTENNIAL CELEBRATION

San Antonio will celebrate its' 300th anniversary in 2018. The San Antonio Tricentennial Celebration is an once-in-a-lifetime experience that will be commemorated with a year-long calendar of events, activities and innovative initiatives that will carry San Antonio into the next 300 years.

- ❖ **Creates a positive and/or lasting impact**
- ❖ **Showcases our diversity, inclusiveness and authenticity**
- ❖ **Defines the Tricentennial identity**
- ❖ **Identifies financial integrity, viability, timeliness and transparency**
- ❖ **Educates and celebrates our shared history and furthers our legacy**

## FOR MORE INFORMATION

SanAntonio300.org •



#SA300 #Viva300

SA300 App



## OUR INITIATIVES

### Celebrate 300

New Year's Eve Celebration and Tricentennial Kick-Off - December 31, 2017

### History & Education

Against the backdrop of the City's remarkable history, UNESCO World Heritage San Antonio Missions and nationally acclaimed museums, unique educational partnerships have emerged.

### Arts & Culture

Legacy projects that showcase the historically rich and ethnic diversity of the city are planned, such as: 300 TriArt Grant Program, Public Art San Antonio (PASA) Installations, San Pedro Creek Tricentennial Art Enhancements, Witte Museum exhibition, "300 years of San Antonio History: Confluence and Culture" - an immersive and multi-faceted exhibition that will reveal the legendary and complex history of San Antonio and Celebratory Performing Arts (e.g. San Pedro Creek Operetta).

### Community Service

Serve 300 SA, an area-wide volunteer base, will engage San Antonio businesses, community groups and citizens, of all ages in service projects designed to build and advance the vision of the city and county.

### Tricentennial Commission and City Economic Impact

- The Tricentennial Commission is a joint investment by the City of San Antonio and Bexar County.
- The Tricentennial will have an estimated \$120 million overall impact on the local economy, create about 1,300 full time jobs and generate wages and benefits of \$45 million.
- Tricentennial activity will attract an estimated 263,000 new visitors to the city, spur business development and generate revenues of \$4 million for Bexar County and San Antonio.

# SAN ANTONIO'S TRICENTENNIAL MAGAZINE



## DISTRIBUTION

50,000 copies of each issue will be printed and distributed to:

- All San Antonio area Jim's Restaurants each month
- All San Antonio area HEB Stores each month
- All San Antonio area Whole Foods locations each month
- San Antonio Central Market
- 67 area Hotels
- Visit SA
- Convention Center
- Area Chambers of Commerce
- Centro
- San Antonio Airport Ambassadors
- Tricentennial events and sponsors

## AD RATES

	Open Rate	Annual Rate	Sponsor Rate
Back Cover	N/A	\$3,575.00/issue	\$3,195.00/issue
Inside Front Cover	N/A	\$3,475.00/issue	\$3,095.00/issue
Page 3	N/A	\$3,375.00/issue	\$2,995.00/issue
Inside Back Cover	N/A	\$3,275.00/issue	\$2,895.00/issue
Premium Positions	N/A	\$3,175.00/issue	\$2,795.00/issue
Full Page Ad	\$3,195.00/issue	\$2,750.00/issue	\$2,395.00/issue
Half Page Ad	\$1,795.00/issue	\$1,575.00/issue	\$1,295.00/issue
Quarter Page Ad	\$1,050.00/issue	\$895.00/issue	\$750.00/issue

All rates are Net • All Ads are color  
All ads are placed ROP unless premium placement is paid

## DEADLINES

	Placement Deadline	Artwork Deadline	Distribution Begins
Issue 1	November 10, 2017	November 17, 2017	December 1, 2017
Issue 2	February 9, 2018	February 16, 2018	March 1, 2018
Issue 3	June 8, 2018	June 15, 2018	June 29, 2018

## TECHNICAL SPECIFICATIONS

 <p><b>TWO PAGE SPREAD</b> 16.75" x 10.875" trim 15.75" x 9.875" live area 17.25" x 11.375" w/bleed</p>	 <p><b>FULL PAGE</b> 8.375" x 10.875" trim 7.375" x 9.875" live area 8.875" x 11.375" wbleed</p>	 <p><b>HALF PAGE HORIZONTAL</b> 7.375" x 4.685" no bleed</p>	 <p><b>HALF PAGE VERTICAL</b> 3.5" x 9.875" no bleed</p>	 <p><b>QUARTER PAGE</b> 3.5" x 4.685" no bleed</p>
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All ads are 4-color CMYK. No RGB or Spot Colors. Resolution: A minimum of 300 dpi is required. File Format: Press-ready PDFs are preferred. EPS, TIFF or JPEG file formats will also be accepted. Crop marks must be included on all files. Color proof is recommended. Please Note: Due to tolerances in web printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim to proofs.

## FOR ADVERTISING INFORMATION

contact **Louis Doucette**

**(210) 410-0014**

**Louis@TravelingBlender.com**



Creative services available at no additional cost. All ads are placed by the publisher (ROP/Run Of Press) unless a premium position fee is paid. Artwork can be emailed to [Louis@TravelingBlender.com](mailto:Louis@TravelingBlender.com) Include contact name, phone number, size of ad to be run, along with any additional comments and questions.



# HOTEL/MOTEL PARTNERSHIP RATES & BENEFITS

## COMMEMORATIVE LEVEL PARTNERSHIP

TWO AVAILABLE \$25,000/EA

### Official Hotel of the Tricentennial

#### BENEFITS:

- ❖ Only hotels mentioned as the Official Hotel of the Tricentennial
  - ❖ Ability to use the “Official Hotel Status” in marketing programs
  - ❖ Priority consideration for all appropriate Tricentennial Events
  - ❖ Visiting foreign dignitaries will be directed to your hotel
  - ❖ Premium website placement with links to a Tricentennial booking page
  - ❖ Will be referred to in Tricentennial marketing materials as the Official Hotel of the San Antonio Tricentennial
  - ❖ Full page ad provided in the Official Tricentennial publications.
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## ARTS & CULTURE LEVEL PARTNERSHIP

FIVE AVAILABLE \$15,000/EA

#### BENEFITS:

- ❖ Secondary consideration for all appropriate Tricentennial Events
  - ❖ Ability to use “Tricentennial Hotel Partner” in marketing materials
  - ❖ Enhanced website placement with link to a Tricentennial booking page
  - ❖ 50% discount on any advertising placed in the Official Tricentennial publications.
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## HISTORY & EDUCATION LEVEL PARTNERSHIP

TEN AVAILABLE \$5,000/EA

#### BENEFITS:

- ❖ Website Placement with link to a Tricentennial Booking Page
  - ❖ Ability to use “Tricentennial Hotel Partner” in marketing materials
  - ❖ 25% discount on any advertising placed in the official Tricentennial publications.
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## COMMUNITY SERVICE LEVEL PARTNERSHIP

UNLIMITED \$1,000/EA

#### BENEFITS:

- ❖ Website listing on the Tricentennial website
- ❖ Ability to use “Tricentennial Hotel Partner” in marketing materials

## FOR MORE INFORMATION

Contact Louis Doucette (210) 410-0014 | [louis@travelingblender.com](mailto:louis@travelingblender.com)