

# Helotes

*Gateway to the Texas Hill Country*

2019  
MEDIA KIT



Named ***'the Best Small Town in Texas to Raise Kids'*** in 2013 by *Bloomberg BusinessWeek*, Helotes is a vibrant community boasting a flourishing economy and a high quality of life.

[www.helotesmagazine.com](http://www.helotesmagazine.com)

# Our History

Surrounded by the beauty of the Texas Hill Country, the City of Helotes is a vibrant community boasting a flourishing economy and a high quality of life.

Located just northwest of San Antonio, Helotes was incorporated in 1981. Helotes, whose name is derived from the Spanish word *elotes* or “corn-on-the-cob,” has been on Texas maps since the nineteenth century. Once inhabited by Lipan Apaches, Tonkawas and Comanches, the City originally served as a stagecoach stop between San Antonio and Bandera.



*Helotes* magazine is the perfect way to reach local residents and visiting families in an engaging publication that reaches all of the residents and businesses of 78023 and the visitors to *Helotes* businesses. Every issue includes the latest on **‘Savor, Shop, See and Stay’** in *Helotes*, community calendar of events, coupons, directory listings and the latest in city and community news.

*Helotes* is direct mailed on a quarterly basis to all residents and businesses in the 78023 zip code; along with rack distribution at various retail, office and business locations within the city of *Helotes*.

Each issue, 16,000 copies will be printed and distributed; *Helotes* Magazine is the official magazine of the City of *Helotes*.



## Helotes Rate Card

### PREMIUM POSITIONS – ANNUAL COMMITMENTS ONLY

Back Cover	\$1,295/Issue
Inside Front Cover	\$1,095/Issue
Page 3	\$1,095/Issue
Inside Back Cover	\$1,045/Issue

<b>DISPLAY ADVERTISING</b>	<b>1 ISSUE (3 MONTHS)</b>	<b>2 ISSUES (6 MONTHS)</b>	<b>4 ISSUES (12 MONTHS)</b>
Full Page	\$ 1,295/Issue	\$ 1,095/Issue	\$ 995/Issue
Half Page	\$ 775/Issue	\$ 685/Issue	\$ 595/Issue
Quarter Page	\$ 450/Issue	\$ 395/Issue	\$ 345/Issue
Coupons	\$ 175/Issue*	\$ 150/Issue*	\$ 125/Issue*

\*Display advertisers with an annual contract **‘at rate card’** receive a coupon at no additional cost.

All rates are per issue.

All rates are net.

All ads are full color.

All display ads are placed ROP.

Payment required in advanced unless prior approval from publisher is received.

Credit cards are accepted.



# Media Schedule

DEADLINES	PLACEMENT	ARTWORK	DISTRIBUTION
<b>SPRING</b>	March 8, 2019	March 15, 2019	April 1, 2019
<b>SUMMER</b>	June 7, 2019	June 14, 2019	July 1, 2019
<b>FALL</b>	September 6, 2019	September 13, 2019	October 1, 2019
<b>WINTER</b>	December 6, 2019	December 13, 2019	January 2, 2020

# Specifications

## FORMATS

- Ads must be press quality PDF, TIFF or JPG.
- No transparency. Acrobat 4.0 or higher.
- All art/images must be 4-color CMYK. No RGB or Spot colors.
- All ads must have .25" bleed on all sides.
- Crop marks must be included.

## CREATIVE & PHOTOGRAPHY

Helotes magazine can create your advertisements to our specifications at no additional charge with a signed agreement. Custom photography is available. Ask your account representative for details.

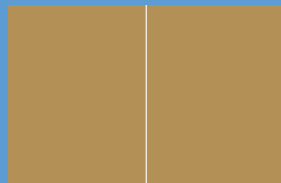
## AD SUBMISSION

Ads can be sent via Email, CD, USB or flash drive. Ask your account representative for details.

# Ad Sizes

### TWO PAGE SPREAD

- 16.75" x 10.875" trim
- 15.75" x 9.875" live area
- 17.25" x 11.375" with **bleed**



### FULL PAGE

- 8.375" x 10.875" trim
- 7.375" x 9.875" live area
- 8.875" x 11.375" with **bleed**



### HALF PAGE VERTICAL

3.5" x 9.875"

### HALF PAGE HORIZONTAL

7.375" x 4.685"

### QUARTER PAGE

3.5" x 4.685"

### COUPON

2.5" x 2"

