



arts + CULTURE Fun

2024 MEDIA KIT

ABOUT US

Arts Culture Fun is a quarterly publication that features editorial content focusing on the uniqueness of San Antonio, its people, history and organizations that make it unlike any other city. It will be an interactive publication that will include engaging content and photography digitally connected by a robust website, social media channels, newsletter and targeted promotions for all of our advertisers.

DISTRIBUTION

Each issue will print and distribute 30,000 copies. They will distribute monthly to all area HEB locations, Whole Foods, Jim's Restaurants, top area Hotels and Resorts, Airport Ambassadors, Visitor Centers and numerous other locations.

The magazine content along with expanded content will be available digitally on our website www.ArtsCultureFun.com which will launch 30 days before the magazine.

www.ArtsCultureFun.com



RATE CARD

| STANDARD POSITIONS | Open Rate | 2 Issue Rate | 4 Issue Rate |
|--------------------|------------------|------------------|------------------|
| FULL PAGE | \$2,995.00/issue | \$2,695.00/issue | \$2,195.00/issue |
| HALF PAGE | \$1,595.00/issue | \$1,495.00/issue | \$1,395.00/issue |
| QUARTER PAGE | \$895.00/issue | \$845.00/issue | \$745.00/issue |
| PREMIUM POSITIONS | Open Rate | 2 Issue Rate | 4 Issue Rate |
| BACK COVER | \$4,495.00/issue | \$3,895.00/issue | \$3,295.00/issue |
| INSIDE FRONT COVER | \$3,995.00/issue | \$3,495.00/issue | \$2,995.00/issue |
| INSIDE BACK COVER | \$3,695.00/issue | \$3,195.00/issue | \$2,695.00/issue |
| PAGE 3 | \$3,995.00/issue | \$3,495.00/issue | \$2,995.00/issue |
| PREMIUM POSITIONS | \$3,695.00/issue | \$3,195.00/issue | \$2,695.00/issue |
| TWO PAGE SPREAD | \$4,995.00/issue | \$4,595.00/issue | \$3,995.00/issue |

VALUE ADDED FOR PAID ADVERTISERS –

All paid advertisers will receive inclusion in our *newsletters*, *social media channels* and *website banners* at no additional cost.

- All rates are net. ♦ All ads are full color. ♦ All ads placed ROP unless premium placement is secured.
- Design services available at no additional cost. ♦ All ads include website placement with links at no additional cost.

DEADLINES 2024

| ISSUE THEME | ISSUE DATES | PLACEMENT | ARTWORK DUE | DISTRIBUTION |
|------------------|-------------------------------|------------|-------------|--------------|
| THE FIESTA ISSUE | March / April 2024 | 02/01/2024 | 02/10/2024 | 03/01/2024 |
| SUMMER ISSUE | June / August 2024 | 05/10/2024 | 05/15/2024 | 06/01/2024 |
| FALL ISSUE | September / November 2024 | 08/10/2024 | 08/15/2024 | 09/01/2024 |
| WINTER ISSUE | December 2024 / February 2025 | 11/10/2024 | 11/15/2024 | 12/01/2024 |

AD SIZES & SPECIFICATIONS

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. For full-page ads, please include a .125" bleed on all sides. Color proof is recommended.

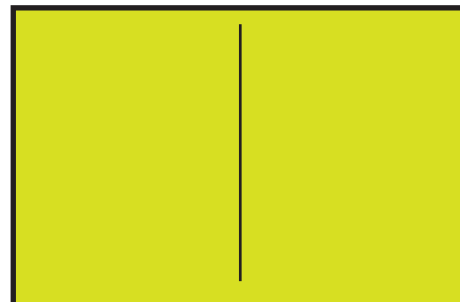
Please Note: Due to tolerances in web printing, binding and ink variances, the publisher does not guarantee the exact color match or exact trim to proofs.

ARTS CULTURE FUN

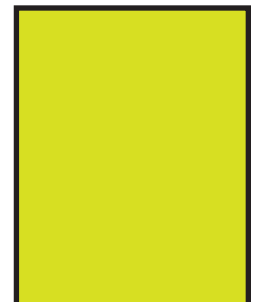
210-410-0014 Office ♦ Louis@travelingblender.com

MAILING ADDRESS:

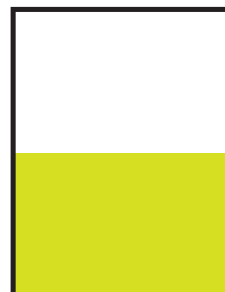
10036 Saxet ♦ Boerne, TX 78006



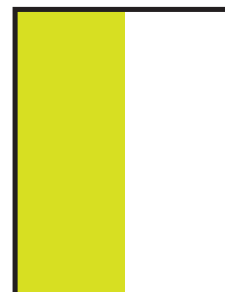
TWO PAGE SPREAD
16.75" x 10.875" trim
15.75" x 9.875" live area
17.25" x 11.375" with **bleed**



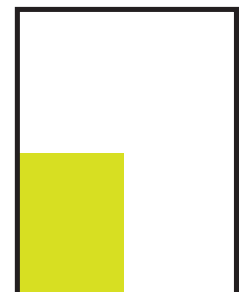
FULL PAGE/FULL BLEED
8.375" x 10.875" trim
7.375" x 9.875" live area
8.875" x 11.375" with **bleed**



HALF PAGE HORIZONTAL
7.375" x 4.685" no bleed



HALF PAGE VERTICAL
3.5" x 9.875" no bleed



QUARTER PAGE
3.5" x 4.685" no bleed