

29th Annual Ford Holiday River Parade Program
Advertising Rates



Drive the over **250,000+ people in attendance** to your business or product with this one time niche market program!

This Annual Parade brings in many holiday visitors to the River Walk during the holiday season and has become a San Antonio tradition. The program is lasting **keepsake** in the hands of a targeted demographic in San Antonio **during the biggest buying time of the year**. This targeted special publication is the perfect medium to put your business in front of the thousands of attendees of the 2010 Ford Holiday River Parade, a light hearted event targeted toward the increasing sales for downtown businesses during the holiday season.

This event attracts many San Antonio locals that we all try so hard to capture!

Demographics: 87% families (consists of 2.5 children or more)

Attendance: 59% Locals residing in San Antonio city limits

73% Reside within San Antonio and surrounding communities

89% Reside in Texas

11% Out of State

The Ford Holiday River Parade program is **distributed to over 8,500 ticket holding attendees!** Capture your target market on one of the most magical nights of the year and have your message in their hands for years to come!

This targeted program is great to:

- Advertise a holiday event (Christmas or New Years Eve)
- Advertise banquet rooms for holiday parties
- Offer a special discount or coupon to attendees (Have them turn in their Holiday River Parade Ticket for special discount)
- Offer your own Coupon (advertisers have had great success with the new coupon section in Rio)
- Brand your product to a niche market
- Special Holiday Messages

The Parade program will also be downloadable online 2 weeks before the parade and emailed to ticket holders that we have collected emails from! The great exposure your ad will receive will be in Print, Online and emailed, covering 3 marketing mediums not to mention during the biggest buying time of the year!

Commit before September 1st, 2010 and receive \$50 to \$100 off your ad rate! The rates are very affordable in order for everyone to be able to market to our event attendees!

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This annual publication in accordance with our 29th Annual Ford Holiday River Parade is distributed to over **8,500** ticket holding attendees on the day of the parade. This parade hosts **over 180,000 in attendance** and is **broadcasted to 60.2 million TV households at least 95 times in over 70 television markets throughout the United States.**

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<u>Size</u>	<u>Ad Size</u>	<u>Before September 1st</u>	<u>After September 1st</u>
Back Cover	8.375" x 11.125" (full bleed)	\$1300.00	\$1400.00
Inside Front/Back Cover	8.375" x 11.125" (full bleed)	\$1100.00	\$1200.00
Full Page	8.375" x 11.125" (full bleed)	\$900.00	\$800.00
2/3 Page	4 ^{5/8"} x 9 ^{15/16"}	\$700.00	\$600.00
1/2 Page	7 ^{1/2"} x 4 ^{7/8"} H or 3 ^{9/16"} x 10" V	\$600.00	\$700.00
1/3 Page	4 ^{5/8"} x 4 ^{5/8"} H or 2 ^{3/16"} x 9 ^{15/16"} V	\$500.00	\$600.00
1/4 Page	7 ^{1/2"} x 2 ^{3/8"} H or 3 ^{9/16"} x 4 ^{7/8"} V	\$400.00	\$500.00
1/6 Page	4 ^{5/8"} x 2 ^{3/8"} H or 2 ^{3/8"} x 4 ^{5/8"} V	\$300.00	\$400.00
2/3 page Map Insert Advertiser	4 ^{5/8"} x 9 ^{15/16"}	\$750.00	\$850.00
Coupon (Insert)	3 1/2" x 2" (Uploaded online also)	\$150.00	\$200.00
Holiday Event listing	7 lines or 14 lines	\$60.00/\$100.00	\$75.00/\$125.00

Deadline November 5th, 2010

SPACE RESERVATION

Advertiser					Member			Ad Total	
Billing Address							Phone		
City				State		Zip			
Email							Fax		
Authorized Agent	Clint Allen								
Location Address							Phone		
City				State		Zip			
Email							Cell		

Ad Size: Full _____ 2/3 _____ 1/2 _____ 1/3 _____ 1/4 _____ 1/6 _____

Ad Shape: Horizontal _____ Vertical _____ Square _____ Coupon _____

Authorized by: _____ Date: _____

Advertiser: Name & Company

Authorized by: _____ Date: _____

Paseo del Rio Sales & Marketing Director