



Welcome Home®

WINTER TEXAN

2019-20 Weekly Publication Schedule

Publication Date Wednesdays	Ad Copy Deadline Tuesdays
1 October 16, 2019	October 8, 2019
2 October 23, 2019	October 15, 2019
3 October 30, 2019	October 22, 2019
4 November 6, 2019	October 29, 2019
5 November 13, 2019	November 5, 2019
6 November 20, 2019	November 12, 2019
7 November 27, 2019	November 19, 2019
8 *December 4, 2019	*November 19, 2019
9 December 11, 2019	December 3, 2019
10 December 18, 2019	December 10, 2019
11 *January 1, 2020	*December 17, 2019
12 *January 8, 2020	*December 17, 2019
13 January 15, 2020	January 7, 2020
14 January 22, 2020	January 14, 2020
15 January 29, 2020	January 21, 2020
16 February 5, 2020	January 28, 2020
17 February 12, 2020	February 4, 2020
18 February 19, 2020	February 11, 2020
19 February 26, 2020	February 18, 2020
20 March 4, 2020	February 25, 2020
21 March 11, 2020	March 3, 2020
22 *March 18, 2020	*March 3, 2020

*Please note that our December 4, January 1, January 8 and March 18 weekly issues have an early ad deadline. Thank you.

Print Quantity: Up to 25,000 copies at peak
Frequency: Weekly from October 2019 - March 2020

Ad Submission Information

- Please make sure your ad is created and saved to at least 300 dpi
- All ads are printed in full color. Please convert all photos/images to CMYK
- Convert all type to paths/curves
- Embed or include all images/graphics and fonts used in creating the ad
- Acceptable formats include TIF, PDF, EPS (saved to Illustrator 11 or lower)
- Make sure all artwork is flattened before sending
- Please send final artwork to artwork@welcomhome.org

All rates are NET.

Agency commissions should be added if applicable.

DISPLAY AD

Premium Positions Actual Size 9.75 x 11.667	Full Page Actual Size 9.75 x 11.667	Half Page (H) Actual Size 9.25 x 5.35	Half Page (V) Actual Size 4.6 x 10.75	Quarter Page Actual Size 4.6 x 5.35	One-Eighth Page / Coupon Actual Size 4.6 x 2.65	Quarter Page Actual Size 4.6 x 5.35	One-Eighth Page Actual Size 2.25 x 5.35
\$1200	\$750	\$400	\$400	\$200	\$100	\$200	\$100

• All given measurements are in inches and are Width x Height • Actual Size is the total size area of the ad in publication

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www.welcomhome.org