



Welcome Home® WINTER TEXAN

• • • WE'RE JUST CONNECTING THE DOTS

2020-21 Weekly Publication Schedule

	Publication Date Wednesdays	Ad Copy Deadline Tuesdays
Issue 1	October 14, 2020	October 6, 2020
Issue 2	October 21, 2020	October 13, 2020
Issue 3	October 28, 2020	October 20, 2020
Issue 4	November 4, 2020	October 27, 2020
Issue 5	November 11, 2020	November 3, 2020
Issue 6	November 18, 2020	November 10, 2020
Issue 7	November 25, 2020	November 17, 2020
Issue 8	*December 2, 2020	*November 17, 2020
Issue 9	December 9, 2020	December 1, 2020
Issue 10	December 16, 2020	December 8, 2020
Issue 11	December 30, 2020	December 15, 2020
Issue 12	*January 6, 2021	*December 15, 2020
Issue 13	January 13, 2021	January 5, 2021
Issue 14	January 20, 2021	January 12, 2021
Issue 15	January 27, 2021	January 19, 2021
Issue 16	February 3, 2021	January 26, 2021
Issue 17	February 10, 2021	February 2, 2021
Issue 18	February 17, 2021	February 9, 2021
Issue 19	February 24, 2021	February 16, 2021
Issue 20	March 3, 2021	February 23, 2021
Issue 21	March 10, 2021	March 2, 2021
Issue 22	*March 17, 2021	*March 2, 2021

**Please note that our December 2, January 6, and March 17 weekly issues have an early ad deadline. Thank you.*



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@welcomemhrgv.com

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
\$1200	\$750	\$400	\$400	\$200	\$100

ENTERTAINMENT AD

Quarter Page Actual Size 4.6 x 5.35	One-Eighth Page Actual Size 2.25 x 5.35
\$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

219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax

www.welcomemhrgv.com