

# SAN MARCOS

2024 CHAMBER WELCOME GUIDE MEDIA KIT



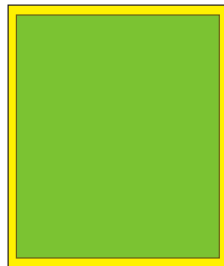
# Advertising rates & specs

San Marcos Chamber Welcome Guide 2024  
 Print Ready: Art Deadline: Dec 6, 2023  
 Full Color Magazine

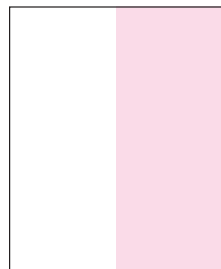
**Order Deadline:  
 November 17, 2023**



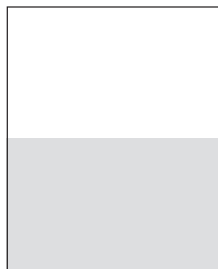
Double Page Spread  
 17.25" x 11.375"  
 Text Safe Area: 16.25" x 10.375"



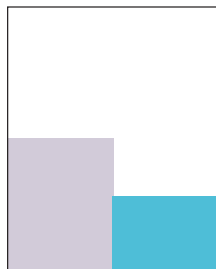
Full Page  
 8.625" x 11.375"  
 Text Safe Area: 7.875" x 10.375"



Half Page V  
 3.84" x 10.1875"



Half Page H  
 7.875" x 5"



1/4 p  
 3.84" x 5"

1/8 p  
 3.84" x 2.4"

## Advertisement specifications

300 dpi .pdf files  
 Color: CMYK = 4 color  
 (No Pantones or RGB)  
 Black text or swatches:  
 100K (No rich black)  
 Photos: 300 dpi  
 Logos: 300 dpi or  
 File format: .ai or .eps  
 (No .png or web files)  
 Package specialty fonts  
 Questions?  
[production@sanmarcosrecord.com](mailto:production@sanmarcosrecord.com)

## Advertising offer: per issue

\*Payment due in advance unless prior invoicing arrangements are made

	Members Rate	Non-Members Rate	Members 2 Year Rate*	Non-Members Rate
Double Page	5,345	7,810	5,150*	6,710
Back Cover	5,345	7,810	5,150*	6,710
Inside Front Cover	2,585	4,125	2,475*	3,850
Inside Back Cover	2,365	3,905	2,265*	3,630
Page 3	2,585	4,125	2,475*	3,850
Inside Back Cover	2,150	3,500	2,050*	2,950
Full Page	1,815	2,750	1,705*	2,585
1/2 page	1,265	1,925	1,210*	1,925
1/4 page	880	1,650	825*	1,505
1/8 page	715	1,045	605*	1,285

### GENERAL CONDITIONS:

- Rates include design services with 1 photo 1 proof
- Circulation 10,000 copies distributed throughout the year
- Rates include full color
- Payment required with contract\*\*

\*\*Amount due each year for 2 consecutive years

**San Marcos Daily Record**

**Order forms & design assets  
 Due: 4 p.m.  
 November 17, 2023**



San Marcos Area Chamber of Commerce  
 202 North C. M. Allen Pkwy  
 San Marcos, TX 78666  
 512.393.5900 • Fax: 512.393.5912

# Advertising order

San Marcos Chamber Guide 2024  
Publish Date: February 9, 2024  
Full Color Magazine

**San Marcos Chamber  
Welcome Guide**

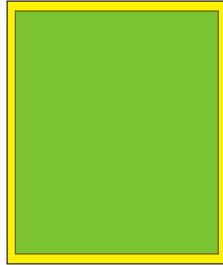
**Order Deadline:  
November 17, 2023**

Art Deadline: Dec 6, 2023



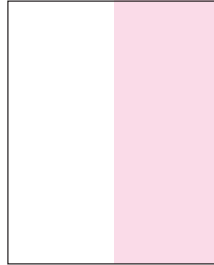
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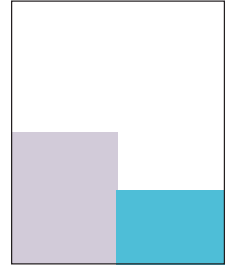
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Half Page V  
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Half Page H  
7.875" x 5"



1/4 p 3.84" x 5"  
1/8 p 3.84" x 2.4"

## Account Information *(please print)*

Business Name Advertising Contact Name Ad Agency Name)

Address (Ad Agency Contact Name)

City State Zip (Ad Agency Address)

Telephone Email (Ad Agency City, State, Zip)

Method of payment VISA/MC/DISC/AMEX Check payable to San Marcos Daily Record (Ad agency phone)

Credit Card # Exp Date CVC# (Ad Agency Email)

Name as it appears on the card signature Date

I agree to the San Marcos Chamber of Commerce's Terms of Advertising \_\_\_\_\_ Date \_\_\_\_\_

1 Year  2 Year\*  Non-Member \$ \_\_\_\_\_  Member \$ \_\_\_\_\_

\*Payment due each year for 2 consecutive years

### GENERAL CONDITIONS:

- Rates include design services with: 1 photo + 1 proof • Circulation 10,000 copies distributed throughout the year • Rates include full color • Payment required with contract

**San Marcos Daily Record**  
P.O. Box 1109  
San Marcos, TX 78666  
512-392-2458  
sanmarcosrecord.com



**SAN MARCOS AREA  
CHAMBER OF COMMERCE**  
202 N C.M. Allen Pkwy  
San Marcos, TX 78666  
512-393-5900  
sanmarcostexas.com

# SAN MARCOS CHAMBER WELCOME GUIDE

## DISTRIBUTION AND SITE STATS

### San Marcos Daily Record



**San Marcos Chamber of Commerce**  
512-393-5900

#### SITE STATS

21.36%	San Marcos
18.23%	Austin
11.60%	Houston
10.25%	Dallas
9.59%	Kyle
4.35%	San Antonio
2.51%	New Braunfels
1.16%	Buda
.99%	Wimberley
.92%	Lockhart

**3,612,064**  
Page views annually

**1,420,596**  
Individual Visitors/Users annually

#### SITE STATS

##### VISITORS

Monthly 1,800

Weekly 504

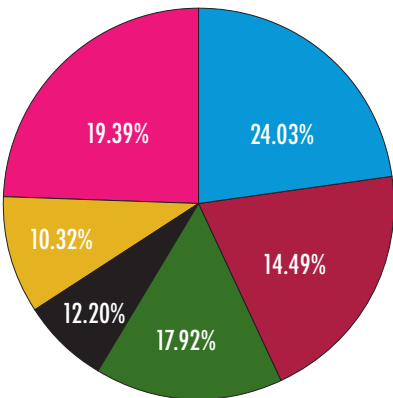
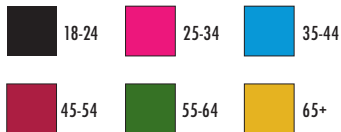
Daily 85

The San Marcos Welcome Chamber Guide is published on both the San Marcos Daily Record and the San Marcos Chamber of Commerce websites.

**10,000 PRINTED COPIES**

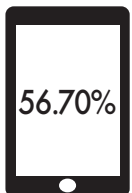
#### DEMOGRAPHICS

##### Age

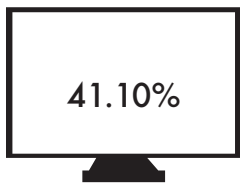


##### Device

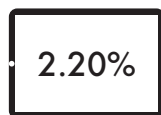
based on all user traffic



Mobile

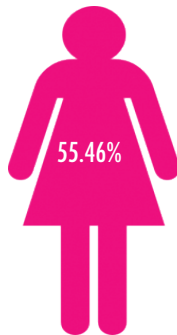


Desktop



Tablet

##### Gender



#### DISTRIBUTION

Chamber 100/a month  
San Marcos Daily Record Sunday Edition

Local Hotels in room or lobby

- Fairfield Inn & Suites
- Embassy Suites
- San Marcos Hotel, Spa & Conference Center
- Holiday Inn
- Comfort Suites
- Best Western
- Hampton Inn & Suites
- Hilton Garden Inn
- Candlewood Suites
- Comfort Inn & Suites
- La Quinta
- Quality Inn

Texas State University 300 on campus  
• Families on campus 300 to families

San Marcos Convention & Visitors Bureau

San Marcos Chamber Members 730+

##### Storage Facilities

- Life Storage
- Ranch Road Storage

LBJ Museum  
Price Center  
City Hall