

The City in Your Pocket

2017-2018 SAN ANTONIO WHERE® QUICKGUIDE™

Where® Quick Guide is a handy, compact guide to the city's highlights, packed with information and available in a convenient pocket size.

Where® Quick Guide offers a "greatest hits" of San Antonio for readers with limited time: must-see attractions, monthly best bets, top 10 lists and maps on the inside to help you reach your destination.

It is distributed at a wide range of hotels, bell desks, retail outlets, the river walk and other key businesses.

Circulated Annually: 300,000



PLUS!
Our new **COUPON SECTION** makes this publication perfect for advertisers courting the leisure traveler on a budget.

Rates, Specs and Mechanical Requirements

2017-2018 SAN ANTONIO WHERE® QUICKGUIDE™

RATES

Size	1X	3X
Full Page	\$1,559	\$1,299
1/2 Page	\$935	\$799
1/4 Page	\$571	\$467
1/8 Page	\$342	\$280
Coupons Only	\$800	
Back Cover		\$2,049
Inside Front Cover		\$1,899
Inside Back Cover		\$1,899

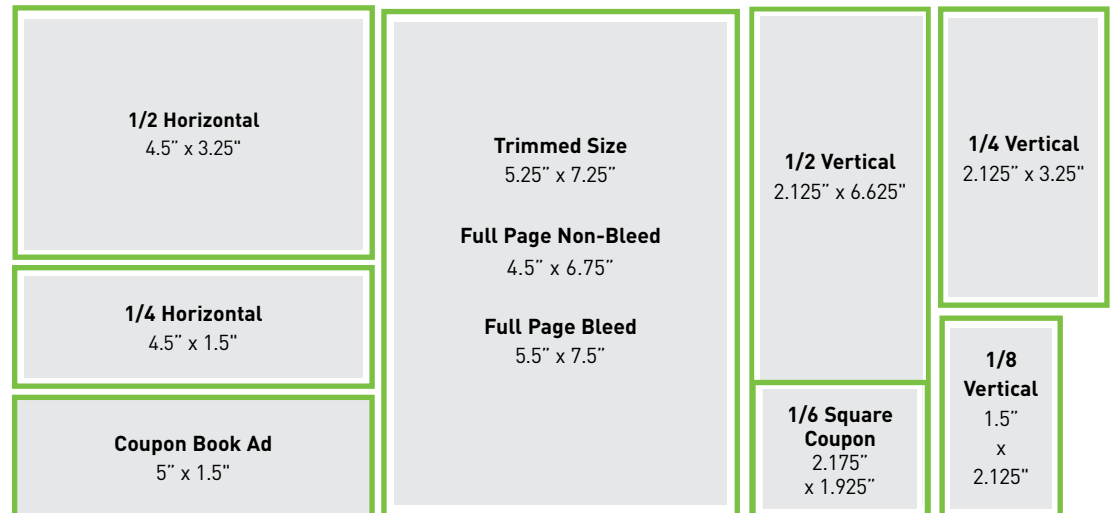
ADVERTISING DEADLINES

Issue	Ad Close/Materials Due
January	November 28
May	April 4
September	August 4

BAREBONES SPECIFICATIONS

Colors: CMYK process only
 Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)
 Files: We prefer PDF/x1a when properly created from files that conform to our specifications. We can accept native files InDesign and Quark, with Photoshop (bitmap) and Illustrator (vector) images.
 Live Area: All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

AD SIZES



SPECIFICATIONS

UNIT	NON-BLEED	TRIM*
Full Page	5.5" x 7.5"	5.25" x 7.25"
1/2 Horizontal	4.5" x 3.25"	
1/2 Vertical	2.125" x 6.625"	
1/4 Horizontal	4.5" x 1.5"	
1/4 Vertical	2.125" x 3.25"	Useful Measurements: 1/8 = .125 5/8 = .625 1/4 = .25 7/8 = .875 3/8 = .375 7/16 = .4375
1/8 Vertical	1.5" x 2.125"	
Coupon	5" x 1.5"	

Rates, Specs and Mechanical Requirements

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Mechanical Requirements

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.
- No film will be accepted.
- Final digital ads must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator CS2 or lower and QuarkXpress 4.1 or lower. Pagemaker, Freehand or Publisher will NOT be accepted.
- We prefer pdfs in a PDF/x1-a or Press format properly created from files that conform to our specifications.
- Ads must be submitted on CD or DVD and must be accompanied by the following:
 - Screen and printer fonts used (fonts will be deleted after use). Use only PostScript Type 1 or Open Type fonts or convert all text to outlines.
 - High-resolution (300dpi/133lpi) image files in CMYK, TIFF or EPS formats. If running a color ad, color-corrected proof with color composition indicated; an Iris, Kodak Approval, Matchprint, Spectrum or 3M Rainbow proof must accompany the disk. Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing). Where® takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided. If running a black and white ad, an accurate b/w laser copy must be provided.
 - Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
 - Check line screen is set to 150 lines per inch, use 300ppi for continuous tone at final size.
 - Check that the maximum total ink coverage does not exceed 280%.

- Check plate resolution is 2400ppi, use 1000ppi min. linework.
- Minimize the number of steps used to create a gradation or blend.
- Check bleed safety. Keep all live matter 1/4" from the trim size on all four sides.
- Add 1/4" on each side of center line of spine for safety margin.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be self-extracting archives (Stuffit or Zip) if compression software is used.

General Information

MVP is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP assumes no responsibility for errors and omissions resulting from changes. MVP endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blueline stage.

Shipping Information

All materials must be received on or before issue closing date.

Web Address

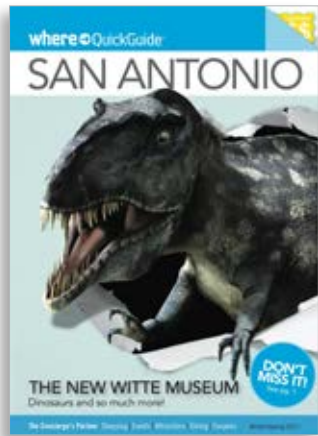
Be sure to include your Web address in your ad creative. Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

Cancellations

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are

Distribution

2017-2018 SAN ANTONIO WHERE® QUICKGUIDE™



Proudly Distributed at the following locations:

DOWNTOWN

AAA Texas - San Pedro Ave
 Alamo Visitor Center - Alamo Plaza
 Amtrak - Hoefgen
 Avis Car Rental - Bonham St
 Best Western-Sunset Suites - E Commerce
 Blue Star Arts Complex
 Buckhorn Saloon & Museum -E Houston
 Comfort Inn - Camaron St
 Comfort Inn & Suites - Live Oak St
 Comfort Suites - S Laredo St
 Courtyard by Marriott - S Santa Rosa
 Crockett Hotel - Bonham
 Drury Inn & Suites - N St Marys St
 Econo Lodge - S Guadalupe St
 El Tropicano Hotel
 Embassy Suites / Downtown - Riverwalk
 Emily Morgan
 Enterprise - Hwy 281 N
 Fairfield Inn & Suites - Downtown/Alamo Plaza
 Fairfield Inn by Marriott - S Santa Rosa

Fairfield Resorts - Alamo Plaza
 Four Points by Sheraton - S St Marys St
 Grand Hyatt
 Hampton Inn - Bowie St
 Hilton Palacio
 Mokara Hotel & Spa
 Holiday Inn - W Durango Blvd
 Holiday Inn Express - El Paso St
 Holiday Inn Express - E Commerce St
 Holiday Inn Express - NE Loop 410
 Home2 Suites by Hilton Downtown - Riverwalk
 Homewood Suites - Riverwalk/Downtown
 Hotel Contessa San Antonio Riverwalk
 Hotel Valencia Riverwalk
 Hyatt Place - S St Marys St
 Hyatt Regency - Losoya St
 La Quinta Inn - Blum St
 La Quinta Inn & Suites - Halm Blvd
 La Quinta Inn & Suites - W Durango Blvd
 La Villita Inn - S St Marys St
 Marriot Rivercenter
 Marriot Riverwalk
 Marriot Plaza San Antonio
 Market Square
 Market Square - San Saba
 Menger Hotel - Alamo Plaza
 Microtel Inn & Suites - S Frio St
 OMNI La Mansion del Rio
 Quality Inn & Suites - Bexar Crossing
 Ramada Limited - S Laredo St
 Residence Inn by Marriott - S Santa Rosa Blvd
 Residence Inn - Downtown/Alamo Plaza
 Ripleys Haunted Adventure - Alamo Plaza
 SpringHill Suites - Downtown/Alamo Plaza
 Super 8 Motel - N St Marys St
 The Fairmont Hotel
 The St. Anthony
 The Westin Riverwalk

TownPlace Suites San Antonio
 EAST & SOUTH SAN ANTONIO
 Americas Best Value Inn & Suites - E Houston St
 Best Western - San Antonio East Inn & Suites - IH 10 E
 Best Western - Shetland Inn & Suites - SE Military Dr
 Braunig Lake RV Resort - Donop Rd
 Comfort Inn & Suites - IH 37 S
 Comfort Inn & Suites - IH 10 E
 Days Inn - S IH 35
 Days Inn - E Houston St
 Days Inn - Rigsby Ave
 Econo Lodge - S WW White Rd
 KOA Kampground - Gemblar Rd
 La Quinta Inn - Goliad Rd
 La Quinta Inn - E IH 10
 Motel 6 - N WW White Rd
 Motel 6 - Hot Wells Blvd
 Motel 6 - S Pan Am Expy
 Quality Inn - Division Ave
 Quality Inn & Suites - S WW White Rd
 Red Roof Inns - E IH 10
 Rodeway Inn - N WW White Rd
 Super 8 Motel - S WW White Rd
 Super 8 Motel - Roland Ave
 Super 8 Motel - Hot Wells Blvd

NORTH SAN ANTONIO/AIRPORT

AAA Texas - San Pedro Ave
 Best Western - Posada Ana Inn - Jones Maltsberger Rd
 Candlewood Suites - Encino Commons Blvd
 Comfort Inn - Crownhill Blvd
 DoubleTree Hotel - NE Loop 410
 Embassy Suites Hotel - N US Hwy 281
 Enterprise - Hwy 281 N
 Flight Safety International - Airport Blvd
 Four Points by Sheraton - Jones

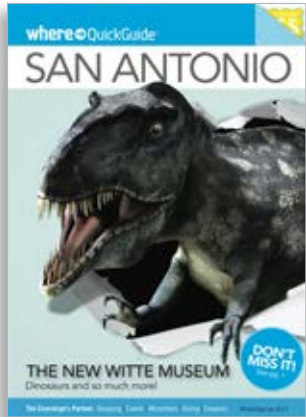
Maltsberger Rd
 Hilton Garden Inn - US 281 N
 Hyatt Place - Jones Maltsberger Rd
 JW Marriott - Resort Pkwy
 La Quinta Inn & Suites - Halm Blvd
 Residence Inn by Marriott - NE Loop 410
 SpringHill Suites by Marriott - NE Loop 410
 Staybridge Suites - NE Loop 410
 Best Western - Hill Country Suites - US Hwy 281 N
 Pear Tree Inn - NE Loop 410
 Quality Inn & Suites - Bexar Crossing
 Red Roof Inns - Wolf Rd
 Super 8 Motel - San Pedro Ave
 Comfort Suites - San Pedro Ave
 Comfort Suites - N Loop 1604 E
 Days Inn - NE Loop 410
 Holiday Inn Express - NE Loop 410
 Motel 6 - Kenley Place
 Town House Motel - NE Loop 410

NORTHEAST SAN ANTONIO

9 Motel - 7010 N IH 35, San Antonio
 Americas Best Value Inn - 15101 IH 35 N
 Antonian Inn & Suites - 2131 IH 35 N
 Baymont Inn & Suites - 979 IH 35 N
 Best Western - Garden Inn - IH 35 N
 Best Western - New Braunfels Inn & Suites - IH 35 N
 Best Western - San Marcos Inn - IH 35 N
 Best Western - Southgate Inn & Suites - IH 35 S
 Best Western - Windsor Pointe Hotel - 4639 Rittiman Rd
 Budgetel - NE Loop 410
 Canyon Lake Chamber of Commerce - FM 2673
 Canyon Trail RV Resort - 6050 IH 35 S
 Comfort Suites - 104 IH 35 N
 Comfort Suites - 11526 IH 35 N

Distribution (continued)

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Comfort Suites - 1489 IH 35 N
 Comfort Suites - 15295 IH 35; Ste 800
 Comfort Suites - 6350 N IH 35
 Continental Inn - IH 35 N
 Country Inn & Suites - 1560 IH 35 S
 Courtyard by Marriott - 750 IH 35 N
 Crestview RV Center - 15700 IH 35 S
 Days Inn - 1005 IH 35 N
 Days Inn - 11202 IH 35 N
 Days Inn - 3443 IH 35 N
 Days Inn - 9401 IH 35 N
 Delux Inn - IH 35 N
 Econo Lodge - FM 1101
 Econo Lodge - N Pan Am Expy
 Econo Lodge - Guadalupe St
 Fairfield Inn, Marriott - Corridor Loop Rd
 Garden Inn - N Business IH 35
 Gateway Inn - IH 35 N
 Greentree Village - O'Connor Rd
 Hallmark Inn & Suites - N IH 35
 Hampton Inn - IH 35 N
 Hampton Inn - Crestwind Dr
 Hampton Inn & Suites - Cabelas Dr
 Hampton Inn & Suites - IH 35 N
 Hawthorn Suites - IH 35 N
 Hill Country Inn & Suites - NE Loop 410

Hill Country Resort - FM 306
 Hill Country Resort - FM 306
 Hill Country RV Resort - Ruele Rd
 Holiday Inn - IH 35 N
 Holiday Inn Express - IH 35; Ste 600
 Holiday Inn Express - IH 35 N
 Howard Johnson - 1601 IH 35 N
 Howard Johnson - 3817 IH 35 N
 La Palmera Hotel - IH 35 N
 La Quinta Inn - 12822 IH 35 N
 La Quinta Inn - 1619 IH 35 N
 La Quinta Inn - 6410 IH 35 N
 La Quinta Inn & Suites - Four Oaks Lane
 La Quinta Inn & Suites - IH 35 N
 La Quinta Inn & Suites - Hwy 46 S
 Live Oak Civic Center - Pat Booker Rd
 Microtel Inn & Suites - IH 35 N
 Motel 6 - IH 35 N
 Motel 6 - IH 35 N
 Motel 6 - N Pan Am Expy
 Natural Bridge Wildlife Ranch - Natural Bridge Caverns Rd
 New Braunfels Chamber of Commerce - N Business IH 35
 Pear Tree Inn - IH 35 N
 Quality Inn & Suites - IH 35 N
 Ramada Inn - IH 35 E
 Red Roof Inns - IH 35 S
 Red Roof Inns - IH 35 N
 Rest Inn - E IH 10
 Rittiman Inn & Suites - N IH 35
 Rodeway Inn - Aquarena Springs Dr
 Rodeway Inn - Aquarena Springs Dr
 Rodeway Inn - N IH 35
 Rodeway Inn - N IH 35
 San Marcos Convention & Visitors Bureau Info Centre - IH 35 N
 San Marcos Rivercity Inn - IH 35 N
 Schertz Chamber of Commerce - Schertz Pkwy
 Schlitterbahn - At The Rapids -W Lincoln

Sleep Inn & Suites - N IH 35
 Super 8 Motel - IH 35 N
 Super 8 Motel - Palisades Dr
 Super 8 Motel - N Pan Am Expy
 Super 8 Motel - Hwy 46 S
 Super 8 Motel - Hwy 46 S
 Travelodge - IH 35 N
 Travelodge - N IH 35
 Wonder World Park - Prospect St
 Wyndham Hotel - WorldMark - Gruene Rd

NORTHWEST/FIESTA TEXAS AREA

Baymont Inn & Suites - W IH 10
 Best Value Inn - NW Loop 410
 Best Western - Fiesta Inn - W IH 10
 Candlewood Suites - W IH 10
 Comfort Inn - Piano Place
 Comfort Inn - N Loop 1604 W
 Comfort Inn & Suites - IH 10 W
 Comfort Suites - Vantage Way
 Drury Inn & Suites - IH 10 W
 Econo Lodge - W IH 10
 Econo Lodge - W IH 10
 Embassy Suites Hotel - Briaridge Dr
 Fairfield Inn by Marriott- Cascade Caverns Rd
 Four Points by Sheraton - N Loop W
 Hampton Inn - Manitou
 Holiday Inn - University Heights
 Homewood Suites - Spectrum One Dr
 Howard Johnson Express Inn - W IH 10
 Howard Johnson Inn & Suites - W IH 10
 Knights Inn - W IH 10
 La Quinta Inn & Suites - W IH 10
 Marriott - NW Loop 410
 Motel 6 - S Main St
 Motel 6 - Louis Pasteur Dr
 Motel 6 - Wurzbach Rd
 Omni Hotels - Colonnade Blvd
 Quality Inn - W IH 10

Regency Inn & Suites -Fredericksburg Rd
 Rodeway Inn - W IH 10
 Super 8 Motel - Casa Bella
 Travelodge - NW Loop 410

WEST SAN ANTONIO/ LACKLAND/SEA WORLD

Admiralty RV Resort - N Ellison Dr
 Americas Best Value Inn - Pinn Rd
 Best Western - Ingram Park Inn - NW Loop 410
 Comfort Inn - Hwy 151
 Comfort Suites - Alamosa Downs Pkwy
 Courtyard by Marriott -State Hwy 51
 Courtyard by Marriott - Rim Pass Dr
 Days Inn - NW Loop 410
 Days Inn - Hwy 90 West
 Econo Lodge - Old Hwy 90
 Econo Lodge - W Hwy 90
 Fairfield Inn by Marriott - Wiseman Blvd
 Holiday Inn - Hwy 151
 Holiday Inn - Old Hwy 90 W
 Hyatt - W Military Dr
 Hyatt Regency - Hyatt Resort Dr
 La Quinta Inn - NW Loop 410
 La Quinta Inn & Suites - W Loop 1604 N
 M Hotel - NW Loop 410
 Quality Inn - SW Loop 410
 Ramada Inn - Culebra Rd
 Red Roof Inns - W US Hwy 90
 Red Roof Inns - NW Loop 410
 Rodeway Inn - W Old US Hwy 90
 Sleep Inn & Suites - Richland Hills Dr
 Sleep Inn & Suites - Beckwith Blvd
 Staybridge Suites - Town Center Dr
 Studio 6 - Hwy 90 W
 Super 8 Motel - SW Loop 410
 Tickets & Tours - Stewart
 Travelodge - Rustleaf Dr @ Military Dr
 West Point Hospitality Inn - SW Loop 410
 Locations updated as of April 2015, and are subject to change without notice.

Added Value | Offering More Exposure Than Print Alone

2017-2018 SAN ANTONIO WHERE® QUICKGUIDE™

Where® is YOUR Concierge Connection

To complement our extensive distribution and circulation, Where® also provides you with added value opportunities like no other.

Newsletter Spotlight

Want more press? Where® will put you in the spotlight! Be featured in our bi-monthly Concierge Newsletter that is sent to concierge association members, and hotel industry employees. Highlight editorial also includes an image of your choice.

Concierge E-Blasts

When Where® sends your message via timely e-mail alerts, you're guaranteed your message is read by concierges who depend on us as a reliable source of information.

Social Media Outreach

Want to reach our large follower fan base and take advantage of our hundreds of local and visitor fans? Like our e-blasts, Where® can post breaking news, last minute deals, vital information about your business all in real time via our facebook business page and twitter account. Be hip to modern technology and let Where® disseminate your information through marketing's newest and fastest method.

