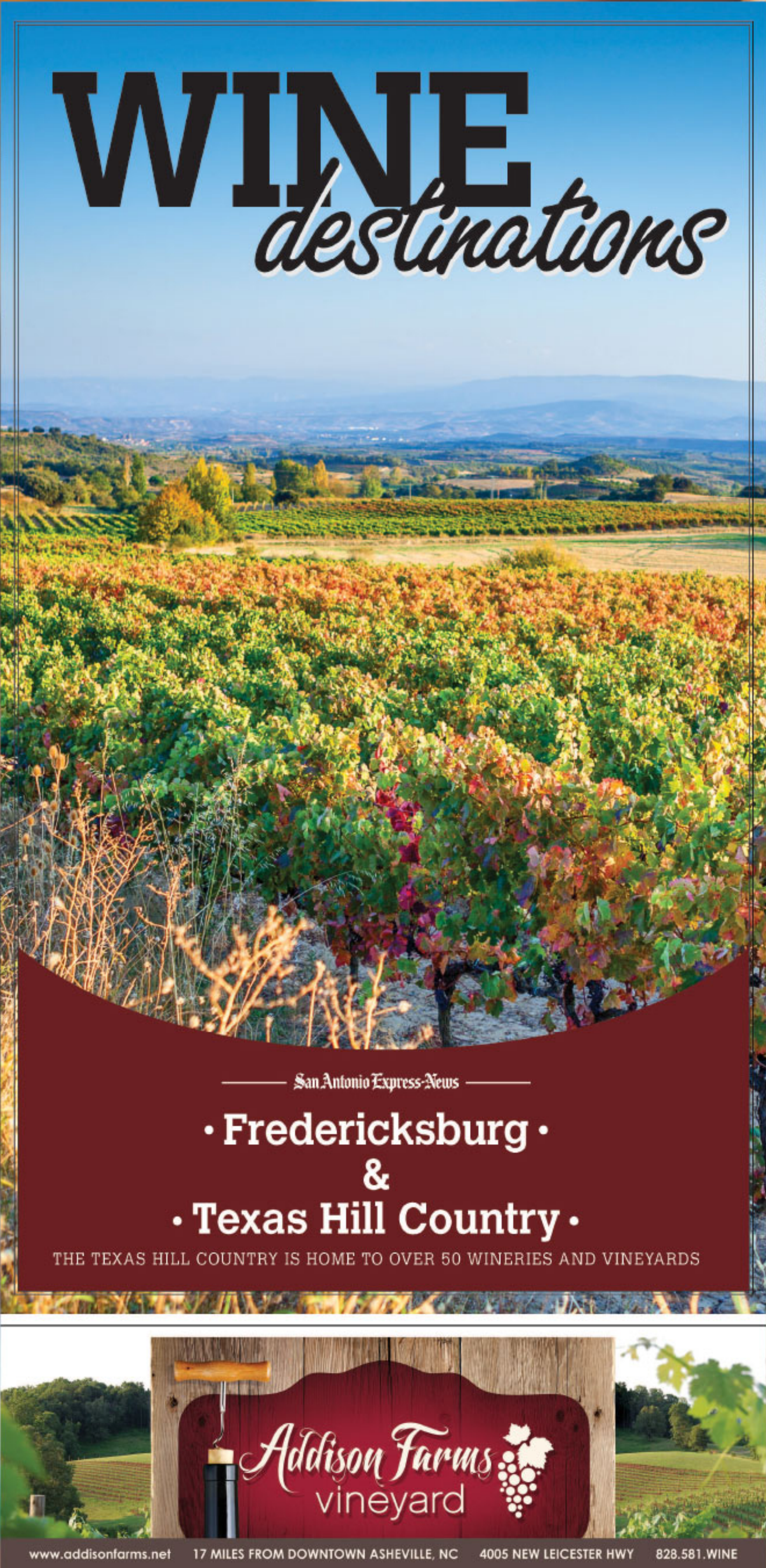


# Wine Destinations Fredericksburg & Texas Hill Country

An Insider's Guide  
to Weekend  
Escapes



## ROP section and special online features

We are preparing a special section devoted to the attractions of Fredericksburg and surrounding towns. It will be filled with exclusive content about local dining, activities, and much more.

This March, partner with the San Antonio Express-News in the Fredericksburg section and reach travelers actively planning their next weekend getaway.

### Our Audience:

- 60% of our current readers say they frequently choose active vacations with lots of to do.
- 42% would rather take a few weekend vacations than one long vacation.

Source: Scarborough Research, R2 2017

Additional print & digital marketing efforts to help promote this special feature.

Pub Date	Space Reservations	Final Ad Release
Sunday, 3/17	2/26 5PM	3/4 5PM

Color Ad Size	Dimensions	Total
Full Page	9.94"x 20.75"	\$4,500
Half Page (V)	4.90"x 20.75"	\$2,400
Half Page (H)	9.94"x 10.25"	\$2,400
Quarter Page (V)	4.90"x 10.25"	\$1,250
Quarter Page (H)	9.94"x 5.10"	\$1,250
1/6 Page	4.90" x 6.82"	\$850
1/8 Page	4.90"x 5.10"	\$650
1/9 Page	3.22" x 6.82"	\$595
1/18 Page	3.22" x 3.50"	\$300
Back Page	9.94" x 20.75"	\$5,000
Front Strip	9.94" x 3.00"	\$2,500
Inside Strip	9.94" x 2.00"	\$1,500