

YOUR VISITOR'S GUIDE TO WACO & CENTRAL TEXAS

# WELCOME *to Waco*

WACO  
#2 USA  
Destination

## Media Kit 2025

Directly connects advertisers to the thousands of visitors to Central Texas every day. The magazine is in every major hotel room in and around Waco. It is also distributed at Waco's Welcome Centers, Regional Airport, Chamber offices, City offices, & Greater Waco HEBs. This magazine is a multi-media publication in print, web, mobile, and social media.



Mike Story

254-495-4754 • [story.mike@sbcglobal.net](mailto:story.mike@sbcglobal.net)

WELCOME to Waco

P.O. Box 7031 • Waco, TX 76714

[WELCOMEtowaco.com](http://WELCOMEtowaco.com)

# HOTEL DISTRIBUTION

# WELCOME *to Waco*



## Waco

AC Hotels Marriott, Waco  
 Cambria Hotel Riverfront  
 Camp FIMFO, Waco  
 Candlewood Suites, Waco  
 Comfort Suites  
 Courtyard Marriott, Waco  
 Element, Waco  
 Executive Inn & Suites  
 Extended Stay America, Waco  
 Even, Waco  
 Fairfield Inn & Suites, Waco South  
 Fairfield Inn & Suites by Marriott Waco/  
 North Hampton Inn & Suites  
 Hampton Inn Waco/North (Lacy Lake-  
 view) Hilton Waco  
 Hampton Inn & Suites/Waco South

Holiday Inn Express & Suites South  
 Holiday Inn Hotel & Suites NW  
 Homewood Suites by Hilton  
 Home 2 Suites by Hilton Waco  
 Hotel Herrington  
 Hotel Indigo  
 La Quinta Inn • Waco University  
 Pivovar/Waco  
 Residence Inn Downtown  
 Residence Inn  
 Rodeway Inn  
 Springhill Suites by Marriott  
 Staybridge Suites  
 Townplace Suites by Marriott  
 Towneplace Suites/South Waco

## Bellmead

Best Western Plus Waco North Quality Inn  
 & Suites  
 Town Place Suites  
 Hampton Inn

## Hewitt

Sleep Inn & Suites  
 Ramada by Wyndham  
 Robinson Inn & Suites

## Woodway

Best Western Plus  
 Fairfield Inn & Suites by Marriott  
 La Quinta Inn & Suites

**Additional Travelers copies available at the Visitors Bureau, Welcome Centers,  
 the City of Waco, the Greater Waco Chamber of Commerce,  
 the Waco Regional Airport, and HEB Stores.**

**PREMIUM POSITIONS:** (Monthly prices minimum 3 months)

Ad Sizes	3 Months	6 Months	12 Months
Back Cover	\$1,500	\$1,400	\$1,300
Inside Front Cover	\$1,400	\$1,300	\$1,200
Inside Back Cover	\$1,400	\$1,300	\$1,200
Pg 3, 5 & 9	\$1,300	\$1,200	\$1,100

**DISPLAY ADS:**

Ad Sizes	3 Months	6 Months	12 Months
Full Page	\$1,200	\$1,100	\$1,000
1/2 Page	\$700	\$600	\$500
1/4 Page	\$450	\$350	\$300

**DIGITAL LISTINGS & EVENTS:**

Ad Sizes	Rate Card	Initial Rate
Website Listing	\$300	\$100
Event Listing	\$150	\$50

**DIGITAL BANNERS:**

Ad Sizes	Rate Card
Top Banner	\$250 Monthly
Lower Banner	\$150 Monthly

**10% discount for PAID IN FULL.**  
(1 month before publication)

**FULL PAGE**  
**Non-Bleed:**  
 7.083" x 10.006"  
**Bleed:**  
 8.5" x 11.25"  
**Trim Size:**  
 8" x 10.75"  
 Keep all live matter  
 at least .25" within  
 trim on all sides

**1/2 PAGE**  
**HORIZONTAL**  
 7.083" x 4.92"

**1/4 PAGE**  
 3.375" x 4.75"

**Digital Ready:** Acrobat PDF (press quality) • **Resolution:** 300dpi, minimum

**Colors:** CMYK format ONLY; NO RGB, Indexed Color, Duotone, etc. Save b&w art as grayscale, line art as bitmapped

**Dot Gain:** TRAVELHOST prints on heat set web presses. Please allow for a 25% dot gain to ensure appropriate adjustments for pleasing color process printing. • **Non-Digital-Ready:** TRAVELHOST will produce the ad for a free, cost to be determined upon receipt of copy and art materials. • **Paperweight:** Cover Stock 70# & Paper Stock 50#





# WACO WELCOMES THE WORLD!

## WACO DEADLINES 2025

	<b>AD DEADLINE</b>	<b>MATERIALS</b>	<b>HOTEL DELIVERY</b>
WINTER 2024-2025	11/8/24	11/21/24	12/5/24
SPRING 2025	2/7/25	2/20/25	3/6/25
SUMMER 2025	5/8/25	5/22/25	6/5/25
FALL 2025	8/7/25	8/20/25	9/4/25
WINTER 2025-2026	11/6/25	11/20/25	12/4/25