

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.



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> WELCOME to Waco P.O. Box 7031 • Waco, TX 76714 WELCOMEtoWaco.com





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 Lakeview) 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 Herringtone 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

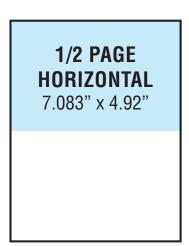
DIGITAL BANNERS:

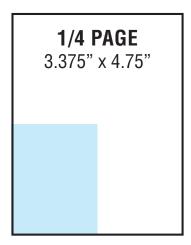
Ad Sizes	Rate Card	
Top Banner	\$250 Monthly	
Lower Banner	\$150 Monthly	

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

WELG





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 DEADLINES 2025

	AD DEADLINE	MATERIALS	HOTEL DELIVERY
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