

YOUR VISITOR'S GUIDE TO WACO & CENTRAL TEXAS

# WELCOME *to Waco*

WACO  
#2 USA  
Destination

## Media Kit 2026

**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 both print & web.



Mike Story

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

WELCOME to Waco

P.O. Box 7031 • Waco, TX 76714

[WWW.WELCOMETOWACO.ORG](http://WWW.WELCOMETOWACO.ORG)

# 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 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 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 BANNERS:

### Landing Page

|                               |                   |
|-------------------------------|-------------------|
| Top Banner: \$225 per month   | Issue Total \$675 |
| Lower Banner: \$175 per month | Issue Total \$525 |

### Front Cover Issue

|                               |                   |
|-------------------------------|-------------------|
| To Banner: \$200 per month    | Issue Total \$600 |
| Lower Banner: \$150 per month | Issue Total \$450 |

### Monthly Rates

Banners must run a minimum of 3 months during the duration of a seasonal print magazine:

**SPRING** [March, April, May],

**SUMMER** [June, July, August],

**FALL** [September, October, November],

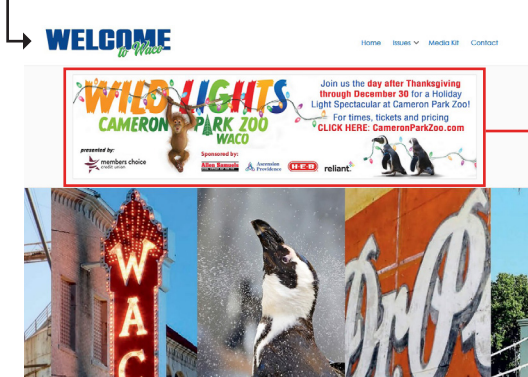
**WINTER** [December, January, February]

### Digital Banner Size:

Desktop size: 970 x 250 pixels

Mobile size: 320 x 50 pixels

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### 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 2026

|                  | AD DEADLINE | MATERIALS | HOTEL DELIVERY |
|------------------|-------------|-----------|----------------|
| WINTER 2025-2026 | 11/6/25     | 11/20/25  | 12/5/25        |
| SPRING 2026      | 2/9/26      | 2/23/26   | 3/5/26         |
| SUMMER 2026      | 5/8/26      | 5/22/26   | 6/4/26         |
| FALL 2026        | 8/7/26      | 8/24/26   | 9/3/26         |
| WINTER 2026-2027 | 11/9/26     | 11/20/26  | 12/3/26        |