



Welcome Home®

WINTER TEXAN

2022-23 Weekly Publication Schedule

	Publication Date Wednesdays	Ad Copy Deadline Tuesdays
Issue 1	October 12, 2022	October 4, 2022
Issue 2	October 19, 2022	October 11, 2022
Issue 3	October 26, 2022	October 18, 2022
Issue 4	November 2, 2022	October 25, 2022
Issue 5	November 9, 2022	November 1, 2022
Issue 6	November 16, 2022	November 8, 2022
Issue 7	November 23, 2022	November 15, 2022
Issue 8	November 30, 2022	November 15, 2022
Issue 9	December 7, 2022	November 29, 2022
Issue 10	December 14, 2022	December 6, 2022
Issue 11	December 21, 2022	December 13, 2022
Issue 12	January 4, 2023	December 13, 2022
Issue 13	January 11, 2023	January 3, 2023
Issue 14	January 18, 2023	January 10, 2023
Issue 15	January 25, 2023	January 17, 2023
Issue 16	February 1, 2023	January 24, 2023
Issue 17	February 8, 2023	January 31, 2023
Issue 18	February 15, 2023	February 7, 2023
Issue 19	February 22, 2023	February 14, 2023
Issue 20	March 1, 2023	February 21, 2023
Issue 21	March 8, 2023	February 28, 2023
Issue 22	March 15, 2023	March 7, 2023

Note that our November 30, January 4 weekly issues have an early ad deadline. Thank you.

Print Quantity: Up to 25,000 copies at peak

Frequency: Weekly from October 2022 - March 2023

DISPLAY AD

Premium Positions Actual Size 9.75W x 11.667H	Full Page Actual Size 9.75W x 11.667H	Half Page (H) Actual Size 9.25W x 5.35H	Half Page (V) Actual Size 4.6W x 10.75H	Quarter Page Actual Size 4.6W x 5.35H	One-Eighth Page (H) Actual Size (H) 4.6W x 2.65H	One-Eighth Page (V) Actual Size (V) 2.65W x 4.6H
\$1200	\$850	\$475	\$475	\$250	\$125	\$125

... We're just connecting the dots.

VOLUME 7 • ISSUE 20 • March 2, 2022

*** your official connection to the rio grande valley ***

GRAB YOUR "WINTER TEXAN TO GO" ISSUE!

hello FROM KRISTI

This has been an amazing season, and as we transition to the off-season and the activities that continue throughout the summer, we encourage you to consider sticking around a little longer! We have a number of things in store for you this summer, and so many new things to introduce next season.

The one thing I'm most excited about is that we are bringing our Winter Texan Reunion Tour back in 2022. For those of you who remember, in 2019, we took our show on the road and hosted six events in four states over a 10-day period. We had so much fun touring the Midwest and talking about the Rio Grande Valley everywhere we went.

We all know why we put a pause on the tour in 2020 and 2021, but there is nothing that is going to stop us in 2022. We look forward to coming to a community near you, and hope you will join us this September.

Stay tuned for more details!

We're just connecting the dots,
Kristi

THANK YOU TO OUR 2021-2022 SEASON SPONSORS

TOUR DIRECTOR CREATES OUT-OF-THIS-WORLD EXPERIENCE

STORY AND PHOTOS BY ERYN REDDELL WINGERT

The tour director at Llano Grande Resort & Country Club is making history. Through her tireless efforts, Patti Peterson has managed to coordinate on-site tours of SpaceX. The culmination of her efforts provides an up-close glimpse into the future of space travel.

It all starts early in the morning. Patti greets residents as they arrive in the parking lot of the resort's Hynes Event Center, just before dawn. Clipboard in hand, she checks names off a list, sharing directions and insight as to what to expect.

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CITY OF McALLEN **ENCORE** **CHEVROLET** **CLARKSNAPP** **SOUTH TEXAS HEALTHSYSTEM**

Ad Submission Information

- Make sure your ad is created and saved to at least 300 dpi
- All ads are printed in full color. Please convert all photos/images to CMYK
- Convert all type to paths/curves
- Embed or include all images/graphics and fonts used in creating the ad
- Acceptable formats include TIF, PDF, EPS (saved to Illustrator 11 or lower)
- Make sure all artwork is flattened before sending
- Send final artwork to artwork@welcomhomeergv.com

All rates are NET.

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