



2021-2022
CORPORATE
ADVERTISING PROGRAM



“We Connect the Dots.”

What does that mean? Well, there are many points where retirees can be brought together with the goods and services they want. At Welcome Home, Rio Grande Valley, we're very good at creating those connections.

Retirees, and more specifically, Winter Texans, have learned to count on us to connect them with our members' products and services. Not simply, through our Winter Texan Living annual publication, website, mobile app, e-newsletters, seasonal weekly newspaper, and area maps & guides, but also through the many events and networking opportunities we facilitate.

Our unique relationships with activity and tour directors, property managers, and volunteer 1st Responders means we're able to communicate extensively and personally with residents in retirement communities all over South Texas.

But our market is more than just Winter Texans. Many retirees stay here all year. So we stay connected with our market year-round through e-newsletters, our Converted Texan Program, and our Property Manager Program. All this makes us more than just a marketing company. It makes us a true partner for our members and the smartest, most effective way to reach the retiree market.



Kristi Collier

Publisher and CEO

Welcome Home Rio Grande Valley

kristi@welcomemomergv.com

Kristi has extensive experience and knowledge with the Winter Texan market. She is involved in every aspect of the business and is the founder of Welcome Home RG.

We 
Winter
Texans!



WE'RE JUST CONNECTING THE DOTS • • •

**Print Quantity:** 30,000 copies**Frequency:** Annual - November**Distributed Valleywide****Digital Edition on welcomehomergrv.com**

Ad Submission Information

- Please 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
- Please send final artwork to artwork@welcomehomergrv.com
- Final deadline for artwork is **September 1, 2021**

WINTER TEXAN *Living*

ADVERTISING RATES & SPECS

Two-Page Spread

Actual Size
16.75 x 10.875
Live Area
16.25 x 10.375
Bleed
17.25 x 11.375

\$3450**IFC, IBC, BC and Premium Positions**

Actual Size
8.375 x 10.875
Live Area
7.875 x 10.375
Bleed
8.875 x 11.375

\$2750-3750**Full Page Bleed**

Actual Size
8.375 x 10.875
Live Area
7.875 x 10.375
Bleed
8.875 x 11.375

\$1950**Half Page (H)**

Actual Size
7.375 x 4.75

\$1150**Half Page (V)**

Actual Size
3.675 x 9.535

\$1150**Quarter Page**

Actual Size
3.675 x 4.75

\$575**Coupon (H)**

Actual Size
3.625 x 1.7525

\$370

- All given measurements are in inches and are Width x Height
- Actual Size is the total size area of the ad in publication

All rates are NET.**Agency commissions should be added, if applicable.**



Welcome Home®

WINTER TEXAN

2021-22 Weekly Publication Schedule

	Publication Date Wednesdays	Ad Copy Deadline Tuesdays
Issue 1	October 13, 2021	October 5, 2021
Issue 2	October 20, 2021	October 12, 2021
Issue 3	October 27, 2021	October 19, 2021
Issue 4	November 3, 2021	October 26, 2021
Issue 5	November 10, 2021	November 2, 2021
Issue 6	November 17, 2021	November 9, 2021
Issue 7	November 24, 2021	November 16, 2021
Issue 8	*December 1, 2021	*November 16, 2021
Issue 9	December 8, 2021	November 30, 2021
Issue 10	December 15, 2021	December 7, 2021
Issue 11	December 22, 2021	December 14, 2021
Issue 12	*January 5, 2022	*December 14, 2021
Issue 13	January 12, 2022	January 4, 2022
Issue 14	January 19, 2022	January 11, 2022
Issue 15	January 26, 2022	January 18, 2022
Issue 16	February 2, 2022	January 25, 2022
Issue 17	February 9, 2022	February 1, 2022
Issue 18	February 16, 2022	February 8, 2022
Issue 19	February 23, 2022	February 15, 2022
Issue 20	March 2, 2022	February 22, 2022
Issue 21	March 9, 2022	March 1, 2022
Issue 22	*March 16, 2022	*March 1, 2022

*Please note that our December 1, January 5, and March 16 weekly issues have an early ad deadline. Thank you.

Print Quantity: Up to 25,000 copies at peak
Frequency: Weekly from October 2021 - March 2022

DISPLAY AD

Premium Positions Actual Size 9.75 x 11.667	Full Page Actual Size 9.75 x 11.667	Half Page (H) Actual Size 9.25 x 5.35	Half Page (V) Actual Size 4.6 x 10.75	Quarter Page Actual Size 4.6 x 5.35	One-Eighth Page / Coupon Actual Size 4.6 x 2.65
\$1200	\$750	\$400*	\$400*	\$200*	\$100

*Price increase for Premium placement : Half page (Horizontal & Vertical layouts) and Quarter page

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219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax
www.welcomehomergv.com

• • • We're just connecting the dots

VOLUME 6 • ISSUE 10 • December 16, 2020

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

hello FROM KRISTI

For a long time, I didn't send out Christmas cards. I'm not exactly sure why, it's just that I didn't do it. Maybe I was too busy. Maybe the thought of gathering all the addresses was overwhelming. Or maybe it was for a completely different reason. Every year, I loved getting the mail to see everyone else's carefully crafted cards, and we would hang them in our living room.

I'm not sure how many years ago I realized that if I don't get with the program, I may get dropped off everyone's list! You know, my grandmother used to keep track of all that. She had a recipe box where she kept notecards on everyone she sent gifts and cards to and noted whether there was a thank you or a reciprocation. I thought to myself, if any of my friends have the same system, I'm going to be in trouble!

Now I've found I truly enjoy the process. From receiving cards to sending them, it makes me happier than I ever thought. As I address the cards, I think of the people in my life and how fortunate I am to have them in it. And when I receive cards, I like to think that at some point during the process, they thought of us, too.

I wish you the happiest of holidays and whether you send cards or not - cheer!

We're just connecting the dots.

Kristi

THE BRYAN HOUSE:
HOME OF THE ORIGINAL WINTER TEXAN?

STORY AND PHOTOS BY
KRYN REDELL WINDERT

Promoting the appeal of the Rio Grande Valley as a winter retreat may have begun with Nebraska congressman William Jennings Bryan. Ariel King, owner of The Bryan House, believes he is the first documented Winter Texan. "I can't find another Winter Texan that came before him!" Built in 1909, The Bryan House in Mission was the winter home of the three-time presidential candidate.

THE BRYAN HOUSE
CONTINUED ON PAGE 4 >>>

THANK YOU TO OUR
2020-2021
SEASON SPONSORS

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ENTERTAINMENT AD

Quarter Page Actual Size 4.6 x 5.35	One-Eighth Page Actual Size 2.25 x 5.35
\$200	\$100



WE'RE JUST CONNECTING THE DOTS • • •



Rio Grande Valley

RV RESORT MAP & AREA GUIDE

ADVERTISING RATES & SPECS

Full Panel	Half Panel	Quarter Panel			

Full Panel

3.575"W x 8.5"H \$2,199

Half Panel

3.575"W x 4.15"H \$1,298

Quarter Panel

3.575"W x 1.975"H \$798

*Premium Sizes upon request

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- Final deadline for artwork is **September 1, 2021**

Print Quantity: 75,000 copies

Frequency: November

Distributed Valleywide



Rio Grande Valley

RV RESORT GUIDE

Print Quantity: 50,000 copies

Frequency: Annual - November

Distributed Valleywide

ADVERTISING RATES & SPECS

Advertising Sizes

Full Page\$1,200

Half Page\$600

Third Page\$400

Premium Sizes

Back Cover\$2,600

Inside Front Cover\$1,600

Inside Back Cover\$1,600

Full Page

Actual Size
5.375 x 8.375
Live Area
4.875 x 7.875
Bleed
5.5 x 8.5

Half Page

Actual Size
4.875 x 3.875

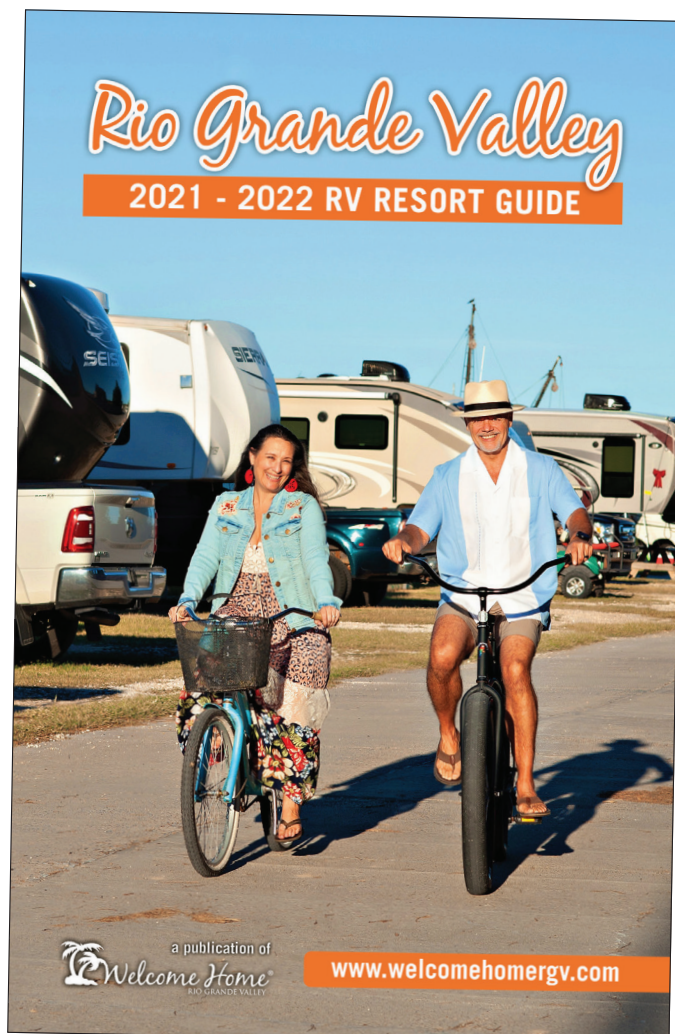
Third Page

Actual Size
4.875 x 2.575

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RV RESORT SITE MAP



WE'RE JUST CONNECTING THE DOTS •••

OVER 40 PARKS IN PRINT!

Annual Distribution

4 Zones:

- Lower Valley (6 parks)
- South Padre Island/Port Isabel (4 parks)
- Mid Valley (15 parks)
- Upper Valley (24 parks)



ADVERTISING RATES & SPECS

Ad Size #1

Actual Size
7.667 x 1.925

Ad Size #4

Actual Size
1.813 x 1.925

Ad Size #4

Actual Size
1.813 x 1.925

Ad Size #2

Actual Size
3.765 x 3.94

Ad Size #3

Actual Size
3.765 x 1.925

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Zone 1: Lower Valley

Number of park maps : 6 parks

Print Quantity : 5000

Ad Size #1	\$999
Ad Size #2	\$999
Ad Size #3	\$799
Ad Size #4	\$599

Zone 2: South Padre Island/Port Isabel

Number of park maps : 4 parks

Print Quantity : 10,000

Ad Size #1	\$999
Ad Size #2	\$999
Ad Size #3	\$799
Ad Size #4	\$599

Zone 3: Mid Valley

Number of park maps: 15 parks

Print Quantity : 10,000

Ad Size #1	\$1,299
Ad Size #2	\$1,299
Ad Size #3	\$999
Ad Size #4	\$799

Zone 4: Upper Valley

Number of park maps: 24 parks

Print Quantity : 17,000

Ad Size #1	\$1,599
Ad Size #2	\$1,599
Ad Size #3	\$1,299
Ad Size #4	\$999

Rates vary by zone. Multi-zone discounts available.

All rates are NET.

Agency commissions should be added, if applicable.

219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax

www.welcomhomergv.com



CONNECTION FAIR • • •



● ● ● **NOVEMBER 4, 2021** ● ●

Welcome Home, RGV's *Connection Fair* will be tentatively held **Thursday, November 4, 2021** from **1:00 p.m. to 4:00 p.m.** Venue is still pending.

At the 2019 *Connection Fair*, we had 147 vendors, over 250 attendees with over 100 parks represented, and we feel certain this year's event will be equally successful.

We will start the afternoon with special entertainment then roll right into the show. The show is the perfect opportunity to meet as many activity directors and property managers as possible to provide them with an overview of what you have to offer. This targeted approach allows you to meet directly with the decision makers in our Valley parks and resorts.

The *Connection Fair* is just one of the exciting activities Welcome Home, RGV has planned for this season. We invite you to join our show this year. Call (956) 687-5115 to get registered.

"The format of the Show allowed us to Connect with 99.9% of both the Guests as well as our fellow Vendors. But the Entertainment was incredible as well."

Johnny Oliva
Health Care Unlimited

"Best part for me was the opportunity to meet with all the AD's and PM's all in one spot. I was able to confirm appoints that I had already made and fill my calendar with new ones. Loved the entertainment."

Kirk Kotylo
Mr. Mobile Home Insurance

VENDOR DETAILS

Title Sponsor	\$2,500
<i>Only one available!</i>	
Platinum Sponsor	\$750
<i>Eight available!</i>	
Gold Sponsor	\$500
<i>Twenty available!</i>	
Silver Sponsor	\$250

Please call for more details.

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• • • WINTER TEXAN EXPO



JANUARY 18-19, 2022

Now Booking for
2022!

The 28th Annual event will be held **January 18 and 19, 2022**, from **9:00 a.m. to 3:00 p.m.** at the McAllen Convention Center. Although it's called the "Winter Texan" Expo and Health Fair, all seniors are welcome! At last year's Expo, approximately 9,700 Seniors passed through our doors for our 2-day event so don't miss out on this great marketing opportunity!

If Seniors & Winter Texans are your market, You Need To Be There!

We advertise to all the parks from Rio Grande City to South Padre Island. We advertise by radio, newspaper, flyers, magazines, internet, and personal invitations. We do our best to bring the Winter Texans and Converted Texans to you by promoting a fun event with great entertainment.

Then it's up to you to meet them face to face to promote your business. There are a lot of choices in the Valley. Make your business stand out above the rest by being in our show.

**So join our show this year.
Call (956) 687-5115 to get registered.**



EXHIBITOR BOOTH RATES

On or before October 1, 2021

10 x 10 \$600

10 x 20 \$1,150

Rates after October 1, 2021

10 x 10 \$650

10 x 20 \$1,250

Gold Sponsorship \$3,500

EXHIBITOR INFORMATION

- \$100 refundable deposit due on signing
- Exhibitors may not dismantle booths until 3:15 pm on Wednesday after the show concludes or you forfeit your \$100 Deposit.
- Payment in full required prior to January 5, 2022
- Booth rental does not include electricity. All electrical is at the exhibitor's expense.

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WEBSITE CONNECTIONS • • •

SEEN IN
PRINT AND ONLINE!



• • •

Get a
Detailed Listing **Annually** for only **\$100**
with link to your webpage

• • •

At Welcome Home RGV, one thing we never want to be is complacent. We love how our Winter Texans flock to our site to look at our events calendar, to read our weekly newspaper, to discover the latest news in the Rio Grande Valley, and to see the classified ads and other advertisements. And now they can do it on the go with our mobile app!

We're confident that you're going to love our site, the easy navigation, and the additional resources Winter Texans and others who visit the site will have right at their fingertips. The new Welcome Home RGV website isn't one of those one-and-done sites. On the contrary. Our site visitors check in often because they know we constantly update content.

We have a strong grip on the steering wheel as we drive more and more traffic to our site. We know YOU will want to come along for the ride, so we offer excellent advertising opportunities and rates!

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www.welcomehomergv.com



MEET THE WHRGV TEAM • • •

Our dedicated and experienced team members help with targeted marketing solutions for our clients, as well as for meeting the needs of our Winter Texan community.

Kristi Collier

Publisher / CEO
of Welcome Home RGV
kristi@welcomemergv.com

Kristi has extensive experience and knowledge with the Winter Texan market. She is involved in every aspect of the business and is the founder of Welcome Home, RGV.



Amie Gray

Administration
agray@welcomemergv.com
Amie handles all of the administration work and scheduling, as well as coordinating our network of volunteers.



Colette Brookins

Administration
colie@welcomemergv.com
Colie assists as the membership manager for our RV resort members and is responsible for maintaining our calendar of events.



Anne Marie Martin

Event Manager
events@welcomemergv.com
Anne Marie is in charge of overseeing all preparations, layout, and setup of all of our many events.



Stacy Madden

Business Development
sales@welcomemergv.com
As our business development manager, Stacy can assist you with designing a marketing plan that is best for your business.



Curt James Riester

Business Development
curt@welcomemergv.com
Retired from the restaurant industry, Curt is not only our brand ambassador, but a former client.



Kristy Meyer

Travel Division
travel@welcomemergv.com
Kristy Meyer is the agent in charge of Travel by Welcome Home, RGV, and is responsible for helping consult on travel packages.



Stella Riester

Administration
Stella@welcomemergv.com
Stella is all about travel and event planning as assistant to Anne Marie and Kristy.



Chris Ardis

Editor
news@welcomemergv.com
A retired teacher and freelance writer, Chris edits stories submitted to Welcome Home, RGV and writes press releases for us.



Jenny R Carpenter

Graphic Designer
artwork@welcomemergv.com
Jenny is the creative link in assisting Welcome Home, RGV with designs for both print & web through silentBYTES design.



Eryn Reddell-Wingert

Social Media / Photographer
eryn@welcomemergv.com
Eryn is our social butterfly! She is a talented photographer as well as handling all aspects of WHRGV's social media strategy.



Elizabeth Seal

Promotional Division
elizabeth@welcomemergv.com
Elizabeth is responsible for coordinating the Promotional Products branch of Welcome Home, RGV.



Sabina Adames

Promotional Division
sabina@welcomemergv.com
Need a design on some promo items? Sabina can handle all your creative promotional product design needs.



Anna Talbot

Accounting
accounting@welcomemergv.com
Anna handles all aspects of the accounting department – including invoicing, accounts payable/receivable, and bookkeeping.



Rita Huether

1st Responder Coordinator
rita@welcomemergv.com
Rita is the direct link to our 1st Responders. Rita coordinates our 1st Responder Leadership Program and assists in developing new programs.



Fran Adams

Activity Coordinator
fran@welcomemergv.com
Fran assists with all aspects of RV resort activities and special events.

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