



## “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@welcomehomergv.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.*

We   
Winter  
Texans!

**219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomehomergv.com](http://www.welcomehomergv.com)**



## WINTER TEXAN *Living*

**Print Quantity:** 30,000 copies

**Frequency:** Annual - November

**Distributed Valleywide**

**Digital Edition on [welcomehomergv.com](http://welcomehomergv.com)**

### ADVERTISING RATES AND SPECS

<b>Two-Page Spread</b> Actual Size 16.75 x 10.875 Live Area 16.25 x 10.375 Bleed 17.25 x 11.375	
---	--

**\$3450**

<b>IFC, IBC, BC and Premium Positions</b> Actual Size 8.375 x 10.875 Live Area 7.875 x 10.375 Bleed 8.875 x 11.375	<b>Full Page Bleed</b> Actual Size 8.375 x 10.875 Live Area 7.875 x 10.375 Bleed 8.875 x 11.375
--	---

**\$2750-3750**

**\$1950**

<b>Half Page (H)</b> Actual Size 7.375 x 4.75	<b>Half Page (V)</b> Actual Size 3.675 x 9.535
---	--

**\$1150**

**\$1150**

<b>Quarter Page</b> Actual Size 3.675 x 4.75	<b>Coupon (H)</b> Actual Size 3.625 x 1.7525
--	--

**\$575**

**\$370**



### 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@welcomehomergv.com](mailto:artwork@welcomehomergv.com)
- Final deadline for artwork is **September 15, 2021**

- 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	<b>*December 1, 2021</b>	<b>*November 16, 2021</b>
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	<b>*January 5, 2022</b>	<b>*December 14, 2021</b>
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	<b>*March 16, 2022</b>	<b>*March 1, 2022</b>

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



## 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@welcomehomergv.com](mailto:artwork@welcomehomergv.com)

**All rates are NET.**

**Agency commissions should be added if applicable.**

### 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

### ENTERTAINMENT AD

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

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

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

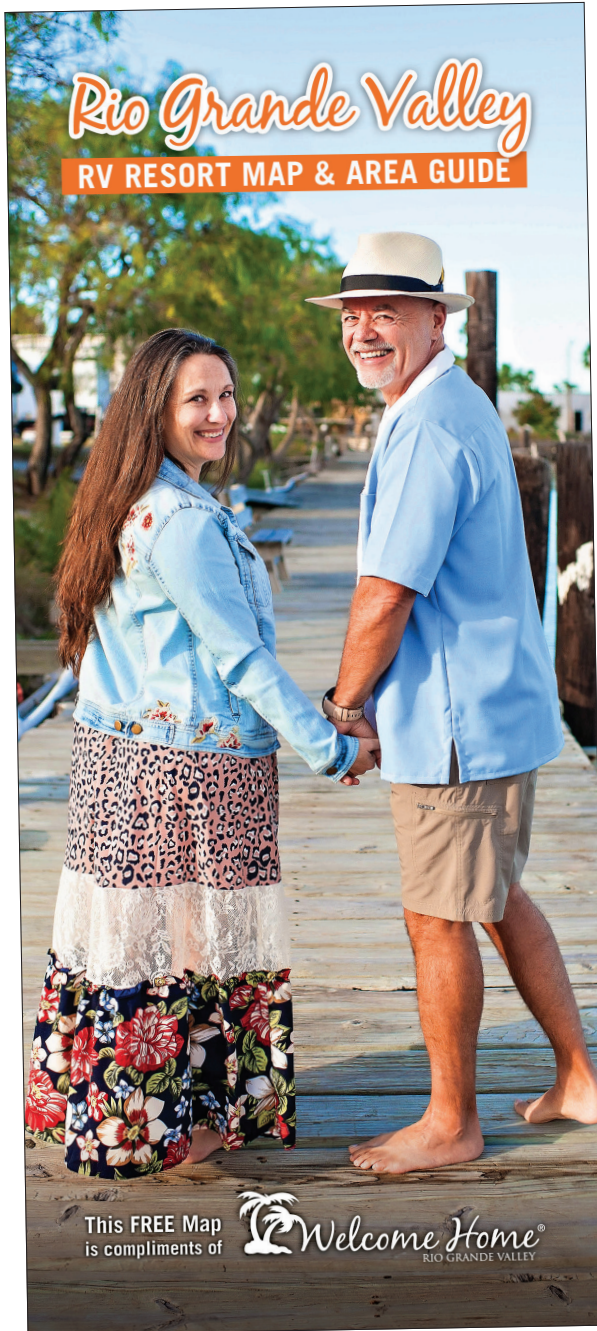


# 2021-2022 RGV MAP • • •

• • • 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*

- 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.**

### 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@welcomemergv.com](mailto:artwork@welcomemergv.com)
- Final deadline for artwork is **September 1, 2021**

**Print Quantity:** 75,000 copies  
**Frequency:** November  
**Distributed Valleywide**

219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomemergv.com](http://www.welcomemergv.com)





# RV RESORT GUIDE • • •

• • • WE'RE JUST CONNECTING THE DOTS

## ADVERTISING RATES & SPECS

### 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

## 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

- 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.**

## 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@welcomehomergv.com](mailto:artwork@welcomehomergv.com)
- Final deadline for artwork is **September 1, 2021**

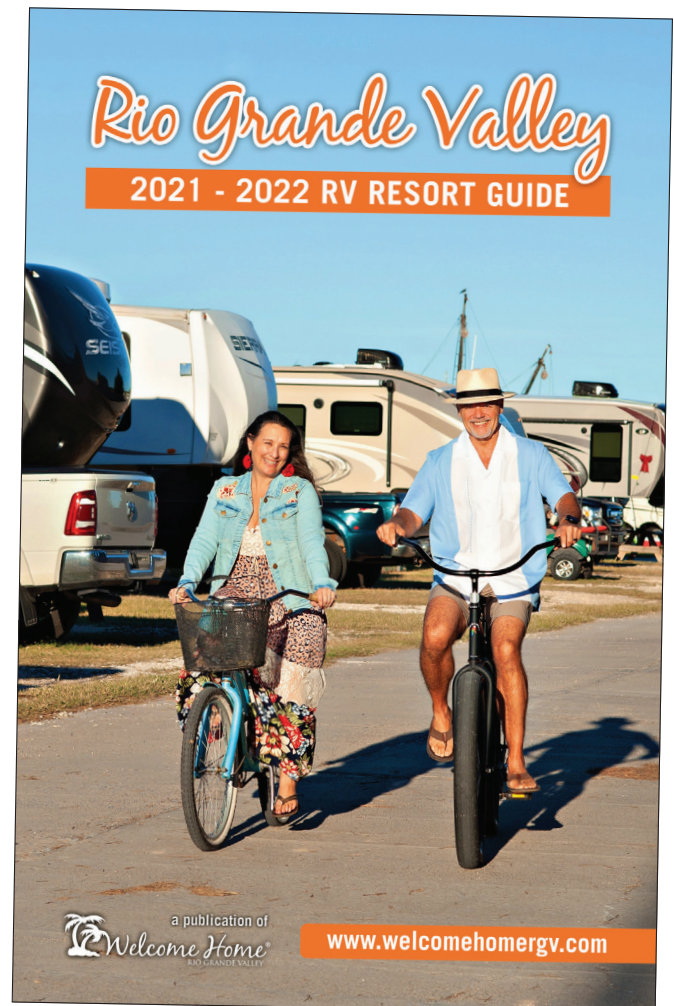
## Rio Grande Valley

### RV RESORT GUIDE

**Print Quantity:** 50,000 copies

**Frequency:** Annual - November

**Distributed Valleywide**

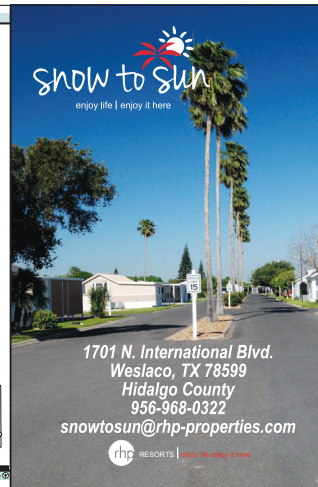
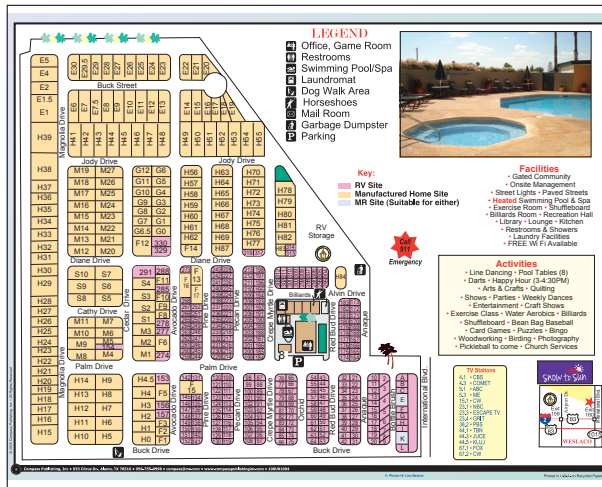


219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomehomergv.com](http://www.welcomehomergv.com)



# 2021-2022 RV RESORT SITE MAP • • •

• • • WE'RE JUST CONNECTING THE DOTS



## 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 #3**  
 Actual Size  
 3.765 x 1.925

**Ad Size #2**  
 Actual Size  
 3.765 x 3.94

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

### 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.

## 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@welcomhomergv.com](mailto:artwork@welcomhomergv.com)
- Final deadline for artwork is August 1, 2021

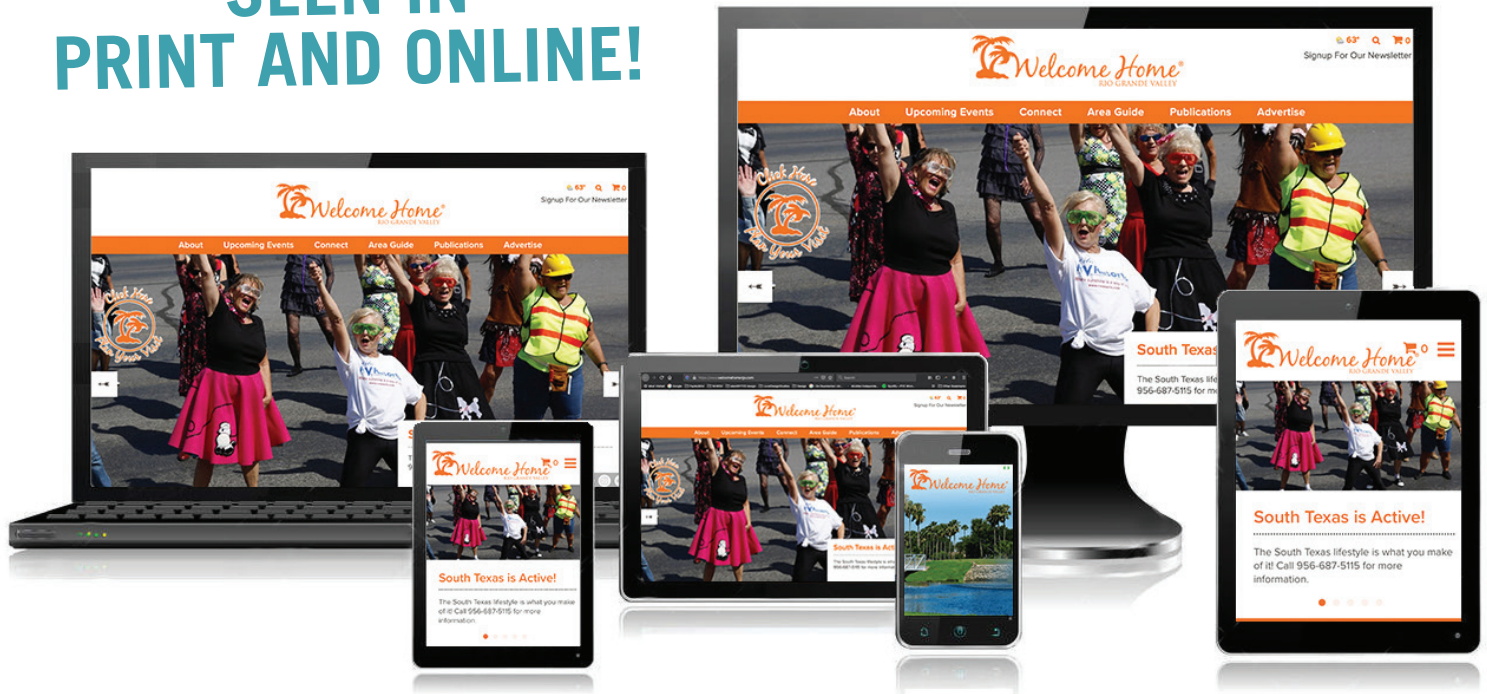
219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomhomergv.com](http://www.welcomhomergv.com)





## WEBSITE CONNECTIONS • • •

SEEN IN  
PRINT AND ONLINE!



• • •

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

• • •

*A*t 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!

219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomehomergv.com](http://www.welcomehomergv.com)



# CONNECTION FAIR • • •



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

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

*Please call for more details.*





# WINTER TEXAN EXPO • • •



## Now Booking for 2022!

The 28th Annual event will be held January 18 and 19, 2022, from 9 a.m. to 3 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.

219 W. Nolana, McAllen, Texas 78504 • 956-687-5115 • 956-682-4770 fax  
[www.welcomehomergrv.com](http://www.welcomehomergrv.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@welcomehomeorgv.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@welcomehomeorgv.com  
Amie handles all of the administration work and scheduling, as well as coordinating our network of volunteers.



**Colette Brookins**  
Administration  
colie@welcomehomeorgv.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@welcomehomeorgv.com  
Anne Marie is in charge of overseeing all preparations, layout, and setup of all of our many events.



**Stacy Madden**  
Business Development  
sales@welcomehomeorgv.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@welcomehomeorgv.com  
Retired from the restaurant industry, Curt is not only our brand ambassador, but a former client.



**Kristy Meyer**  
Travel Division  
travel@welcomehomeorgv.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@welcomehomeorgv.com  
Stella is all about travel and event planning as assistant to Anne Marie and Kristy.



**Chris Ardis**  
Editor  
news@welcomehomeorgv.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@welcomehomeorgv.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@welcomehomeorgv.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@welcomehomeorgv.com  
Elizabeth is responsible for coordinating the Promotional Products branch of Welcome Home, RGV.



**Sarah Scott**  
Promotional Division  
sarah@welcomehomeorgv.com  
Sarah is a dedicated link in helping with all the details within the promotional business.



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



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



**Rita Huether**  
1st Responder Coordinator  
rita@welcomehomeorgv.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@welcomehomeorgv.com  
Fran assists with all aspects of RV resort activities and special events.

• • • We're Just Connecting the Dots