

Dear Advertiser:

The Washington's Birthday Celebration Association™ (WBCA™) is producing the 18th anniversary edition of ByGeorge™ a tourism magazine, with Graphitiks Advertising Design. The magazine will promote our 122nd Celebration and the City of Laredo.

Due to its high popularity we increased distribution to 70,000

12,000 will be distributed by the Laredo Morning Times the week before the start of the celebration in January. 58,000 will be distributed to various media outlets, hotels, banks, and travel centers throughout the United States and Mexico.

It will also be posted on the WBCA™ website: www.wbcalaredo.org A comprehensive ByGeorge™ distribution list is available from The WBCA or by calling our office at (956) 723-4389

In addition to advertising in this magazine, we invite you to become a member of WBCA™. For your convenience, we have attached a Membership application. Please visit the WBCA™ website to find out more about the Washington's Birthday Celebration.

Handwritten note:
2015
\$2,380.00 pd
full pg.

Deadline:
July 27th, 2018

Signature of Jose Garcia
Jose Garcia, President
Graphitiks Advertising Design

For questions about this publication, please contact:

Veronica Lozano
Account Executive
(956) 723-4389.

Mace Martinez
Account Executive
(956) 645-2441

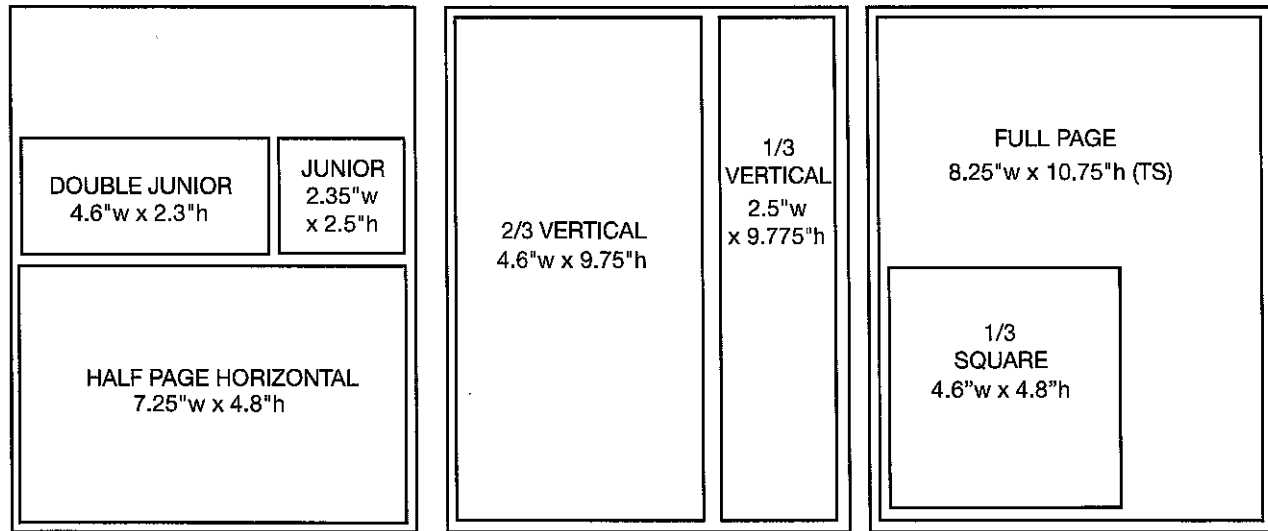
WBCA Office
Celina Alvarado
Executive Director
(956) 722-0589



ByGeorge! - The 2019 Official Washington's Birthday Celebration Magazine

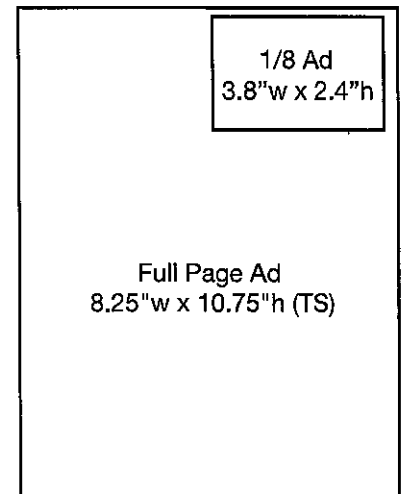
| Unit/ Position | Rate | Dimensions |
|-------------------------------------|---------|---|
| Back Page | \$2,695 | Full Page 8.25"w x 10.75"h (TS) Allow 1/2" from trim size (TS) |
| Pages inside covers (2, 3, 42 & 43) | \$2,395 | Same as above |
| All other full pages | \$1,925 | Same as above |
| 2/3 Vertical | \$1,525 | 4.6"w x 9.75"h |
| Half Page Horizontal | \$1,325 | 7.25"w x 4.8"h |
| 1/3 Vertical • 1/3 Square | \$960 | 2.5"w x 9.775"h • 4.6"w x 4.8"h |
| Double Junior Ad | \$750 | 4.6"w x 2.3"h |
| Junior Ad | \$525 | 2.35"w x 2.5"h |

Rates and Unit Sizes - All advertisements must be in full color.



ByGeorge! Dining and Lodging Section

| Unit/ Position | Rate | Dimensions |
|----------------|---------|---|
| Full Page Ad | \$1,700 | 8.25"w x 10.75"h (TS) Allow 1/2" from trim size (TS) |
| 1/8 Ad | \$500 | 3.8"w x 2.4"h |



LAREDO, TEXAS • Calton Gardens Professional Plaza • 5415 Springfield, Ste. 6A • Laredo, TX 78041 • Ph. 956.723.4389 • Fax 956.723.5703
 SAN ANTONIO, TEXAS • 800 Dolorosa Ste. 202 • San Antonio, TX 78207 • Toll free. 1 866 544.2108
 graphitiks@graphitiks.com • www.graphitiks.com