



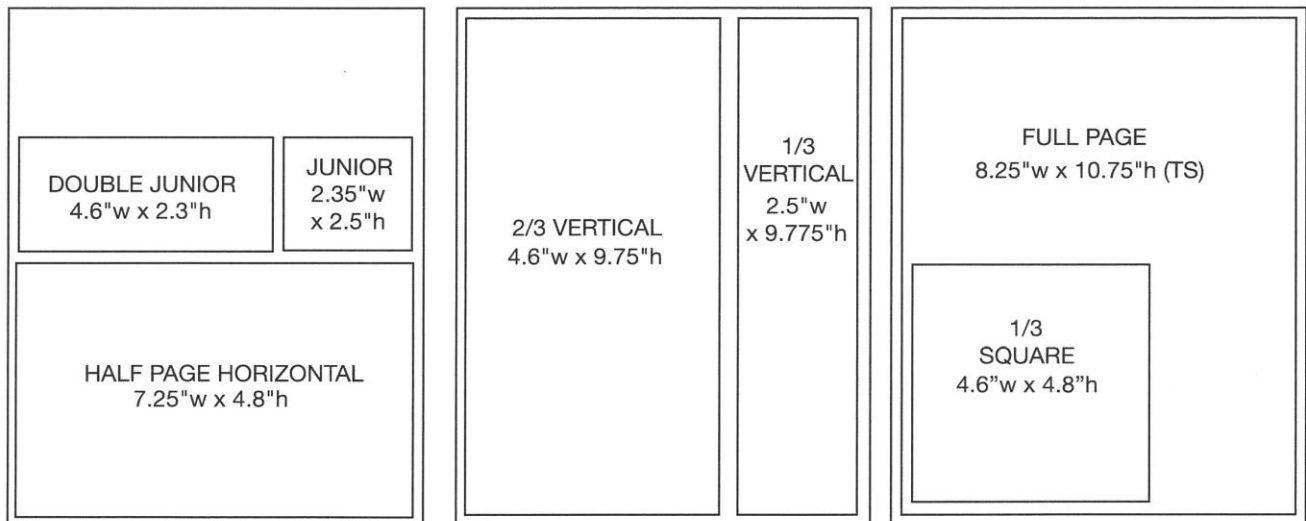
2024 ByGeorge Magazine

126th Washington's Birthday Celebration

ByGeorge! 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)	\$2,295	Same as above
All other full pages	\$1,825	Same as above
2/3 Vertical	\$1,425	4.6"w x 9.75"h
Half Page Horizontal	\$ 1,225	7.25"w x 4.8"h
1/3 Vertical • 1/3 Square	\$ 950	2.5"w x 9.775"h • 4.6"w x 4.8"h
Double Junior Ad	\$ 760	4.6"w x 2.3"h
Junior Ad	\$ 540	2.35"w x 2.5"h

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





2024 ByGeorge Magazine 126th Washington's Birthday Celebration

ByGeorge, the official Washington's Birthday Celebration Magazine is celebrating its

22nd Anniversary Edition with **65,000 copies** of the publication distributed throughout Texas, Mexico and surrounding areas. Don't miss out on your opportunity to advertise your business alongside the award winning **"Celebration with Something for Everyone!"**

Be seen in print and online by being featured in ByGeorge Magazine and the **BONUS** ByGeorge Magazine E-Zine available online at www.wbcalaredo.org.

Now in its 126th Celebration year, the Washington's Birthday Celebration boasts a calendar of more than 30 events in 44 days **January 25 – March 2, 2024** including two parades, pageants, galas, a carnival, an air show, fireworks extravaganza, the hottest two-day music festival in South Texas, the WBCA Jalapeño Festival Sponsored by La Costeña, and so much more!

65,000 Copies Distributed! The Official Magazine of the Celebration contains a pull-out Calendar of Events, event and ticket information and key festival details for locals and tourists alike! It is distributed in Northern Mexico in Monterrey, and all over Texas – Laredo, San Antonio, Houston, Corpus Christi, Beaumont, Midland, Plainview, Alamo, Alice, Beeville, Del Rio, Carrizo Springs, Edinburg, George West, Kyle, Zapata, College Station, Brownsville, Harlingen, McAllen, Ennis, Encinal, Kingsville, Amarillo, Anthony, Denison, Gainsville, Langry, Orange, Texarkana, Weslaco, Waskom, Wichita Falls, Floresville, Hebbronville, Pearsall, Freer, Fredericksburg, Dilley, Devine, Helotes, Buda, Hondo, Uvalde and Rio Grande City.

Call the WBCA office at 956-319-1153 or 956-722-0589 to reserve your space today or email director@wbcalaredo.org!

Celina Alvarado
WBCA Executive Director
Washington's Birthday Celebration Association

WBCA Office Celina Alvarado Executive Director 956-319-1153	WBCA Office Marissa Espinoza Staff Assistant & Ad Sales Coordinator 956-722-0589	WBCA Office Arlene Perez Accounting Manager 956-722-0589	WBCA Office Nino Cardenas Assistant Director 956-286-9222	WBCA Office Mando Gomez Digital Marketing Coordinator 956-286-3357
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2024 ByGeorge Magazine 126th Washington's Birthday Celebration

WBCA Advertiser's Agreement

Deadline: Monday, October 30, 2023

Contact Name: _____

Advertiser/Business Name: _____

Mobile Number: _____ E-mail Address: _____

Mailing Address: _____

City/State/Zip Code: _____

*Ad Design needed? YES NO (*A \$50 charge will be added per advertisement designed by WBCA)

Ad Size: -- Please indicate the ad space size and location preferred (where applicable) by circling the appropriate ad description below. Please see rate sheet attached for all ad design specs. *Ad placement and availability varies and is subject to change. Special area ad space with limited availability is sold on a first come first serve basis.

AD TYPE	PLEASE SELECT ONE	AD TYPE	PLEASE SELECT ONE
Full Page Ad		Double Junior Ad	
2/3 Vertical		Junior Ad	
Half Page Horizontal		Special: Back Page	SOLD
1/3 Vertical		Inside Front Cover (L-R)	A (Left Page) B (Right Page)
1/3 Square		Inside Back Cover (L-R)	A (Left Page) B (Right Page)

Special Instructions: _____

Payment & deadlines: Payment and advertising materials must be submitted to the Washington's Birthday Celebration Association by **Monday, October 30, 2023**. Ads will NOT be accepted after this date. Please make checks or money orders payable to WBCA/ByGeorge Magazine. Only checks or money orders from U.S. banks will be accepted. All Major Credit Cards accepted. Please complete credit card form and submit payment with ad purchase. There will be a \$25.00 fee on ALL returned checks. American Express cards carry an additional processing fee.

Disclaimer

The Washington's Birthday Celebration Association reserves the right to refuse or deny the placement of any advertisement within the official ByGeorge Magazine at our sole discretion. The parties agree that any refused or denied ad shall entitle the advertiser to a full refund of the monies collected for the ad without further recourse.

1.- Print ready files: To be considered print ready, your design composition (ad) must be ready to publish without needing changes to color, font, size, format, etc.

2.- Format: All files submitted must be saved as PDF, JPEG, EPS or TIFF. If you submit an EPS file from a vector base program, make sure ALL TEXT is converted to outlines. Full color ads must be composite CMYK. NO Microsoft Word documents will be accepted.

3.- Resolution: All designs must be submitted at a **300 dpi** resolution.

4. - Liability: We accept NO responsibility for errors in files submitted as print ready artwork that has been approved by the advertiser. Please verify all information (names, titles, spelling, etc.) before approving your ad and submitting it to WBCA.

WBCA will not be responsible for CDs, photos, and/or any other materials submitted.