

GoFredTX

2025
SPRING/SUMMER
VISITORS GUIDE



GoFredTX THE DETAILS

- 1 Shipped directly to Texas Travel Centers for distribution
- 2 Inserted & distributed to print & online subscribers of The Fredericksburg Standard-Radio Post
- 3 Delivered directly to customers/advertisers within a 100 mile radius of Fredericksburg
- 4 Promoted on our Social Media, and Daily Updates Newsletter to approximately 16K subscribers
- 5 Readily available to tourists on Fredericksburg Main Street and local community

*3-5 readers per copy

80,000 VISITOR GUIDES ARE DISTRIBUTED THROUGHOUT THE TEXAS HILL COUNTRY ANNUALLY (Spring/Summer & Fall/Winter) 280,000 readers*

New MODERN, ELEVATED DESIGN WITH 6 NEW DEDICATED LIFESTYLE SECTIONS HIGHLIGHTING THE BEST OF OUR CITY

Our most popular guide!

THE GUIDE TO THE BEST SPOTS AROUND TOWN AND THE BEST SEASONAL ACTIVITIES

CONTACT:

MICHELLE ADAMS

Michelle@FredericksburgStandard.com

DEDE THREADGILL

DeDe@FredericksburgStandard.com

Fredericksburg Standard
Radio Post

Advertiser _____ Contact Person _____

Phone _____ Email _____

Address _____ City _____ State _____ ZIP _____

ADVERTISING SPACE RESERVATION

FULL-COLOR PRINT	<input type="checkbox"/> Double Truck	<input type="checkbox"/> Full page (with bleed)
	<input type="checkbox"/> 2/3 page (horizontal)	<input type="checkbox"/> 2/3 page (vertical)
	<input type="checkbox"/> 1/3 page (horizontal)	<input type="checkbox"/> 1/3 page (vertical)
FREQUENCY	<input type="checkbox"/> Spring/Summer <input type="checkbox"/> Fall/Winter <input type="checkbox"/> Both Issues	
PRICE PER ISSUE \$	TOTAL PRICE \$	
DURATION	Start Date: _____	End Date: _____
NOTES		

PRODUCTION SCHEDULE

GoFred Visitors Guide	SPACE DEADLINE	DISTRIBUTION
Spring/Summer	February 14, 2025	March, 2025
Fall/Winter	September 3, 2025	October, 2025

Ad materials due exactly one week after space deadline.

GENERAL POLICY

All advertising is subject to The Fredericksburg Standard approval. The Fredericksburg Standard reserves the right to reject advertising that is not in keeping with the publication's standards. Ad positioning and Premium page placement cannot be guaranteed unless authorized by The Fredericksburg Standard prior to publication.

TERMS AND CONDITIONS

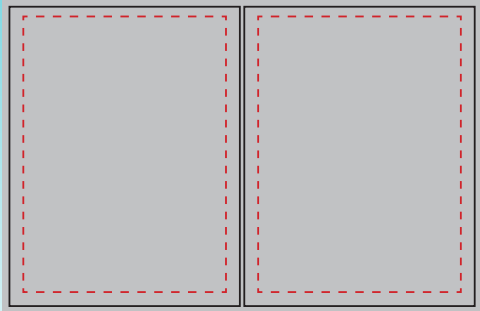
This agreement is binding. In the event of non-compliance, The Fredericksburg Standard reserves the right to re-charge all advertising at earned rates as per its published rate.

All advertising must be paid in advance of publication date deadline unless credit has been established. The Fredericksburg Standard terms of payment are within 30 days for credit, and that all regular credit policies apply. We accept all major credit cards for payment purposes (American Express, MasterCard, Visa, and Discover).

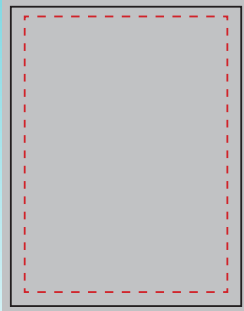
I have read the advertising contract, and agree to the terms and conditions set forth on this page and in the current rate card.

Signature _____ Name Printed _____ Date _____

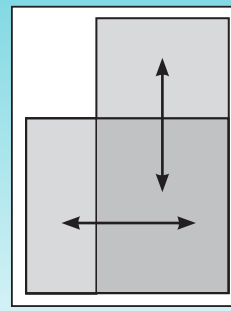
FSRP Signature _____ Name Printed _____ Date _____



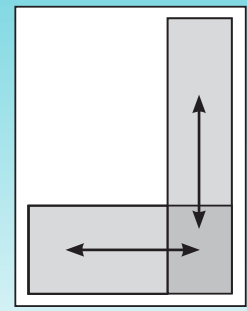
\$3100
DOUBLE TRUCK - 18.5" x 11.375"
0.25" margins, 0.25" bleed
Live area
8.5" x 10.375" on each page



\$1550
FULL PAGE
9.5" x 10.875"
0.25" margins, 0.25" bleed
Live area
8.5" x 10.375"



\$925
2/3 PAGE
Horizontal
8" x 6.4"
Vertical
5.125" x 9.875"



\$540
1/3 PAGE
Horizontal
8" x 3.2"
Vertical
2.6" x 9.875"

	2x	1x
DOUBLE	\$3100	\$3450
FULL PG	\$1550	\$1725
2/3 PG	\$925	\$1025
1/3 PG	\$540	\$600

Premium placement requests - additional 5% with approval only. All rates are net. Ad size can change monthly.

SPONSORSHIP AD

(Sold to 3-4 non-competing sponsors only.)

Benefits include:

- Full page ad with Premium Placement
- Logo included on Front cover (bottom)
- Promotional opportunity at Visitor Guide Launch Event
- Digital Exposure through website, social and newsletter

\$5,000
for both 2025
Visitors Guide
issues
\$2,800
for a single
2025 Visitors
Guide issue