



HM&T E-NEWSLETTER

2018/2019 DISTRIBUTION SCHEDULE

2018/2019 RATE CARD

| 2018 | Reservation | Material deadline | Distribution date |
|-------------|--------------------|--------------------------|--------------------------|
| JANUARY | December 22, 2017 | December 29, 2017 | January 5, 2018 |
| FEBRUARY | January 22, 2018 | January 29, 2018 | February 5, 2018 |
| MARCH | February 19, 2018 | February 26, 2018 | March 6, 2018 |
| APRIL | March 19, 2018 | March 26, 2018 | April 2, 2018 |
| MAY | April 23, 2018 | April 30, 2018 | May 7, 2018 |
| JUNE | May 21, 2018 | May 28, 2018 | June 4, 2018 |
| JULY | June 18, 2018 | June 25, 2018 | July 2, 2018 |
| AUGUST | July 23, 2018 | July 30, 2018 | August 6, 2018 |
| SEPTEMBER | August 20, 2018 | August 27, 2018 | September 3, 2018 |
| OCTOBER | September 17, 2018 | September 24, 2018 | October 1, 2018 |
| NOVEMBER | October 22, 2018 | October 29, 2018 | November 5, 2018 |
| DECEMBER | November 19, 2018 | November 26, 2018 | December 3, 2018 |
| 2019 | Reservation | Material deadline | Distribution date |
| JANUARY | December 21, 2018 | December 28, 2018 | January 7, 2019 |
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| AD TYPE | 1X | 3X | 6X | 12X |
|--------------------------|------------|----------|----------|----------|
| DESTINATION OF THE MONTH | \$1,000.00 | N/A | N/A | N/A |
| TOWER BANNER (200x500) | \$700.00 | \$630.00 | \$595.00 | \$560.00 |
| HEADER BANNER (469 X 70) | \$500.00 | \$450.00 | \$425.00 | \$400.00 |
| FOOTER BANNER (469x70) | \$400.00 | \$360.00 | \$340.00 | \$320.00 |

ALL RATES ARE NET

CIRCULATION

SUBSCRIBERS 4,000
AUDIENCE: Association/Organization Leadership
Networks: Twitter, Face book, LinkedIn

TERMS

NET 30

ADVERTISING CONTACT

STEVEN GONZALEZ
Advertising Director
Hispanic Meetings & Travel
281-245-3330
Advertising@HispanicMeetingsTravel.com

BANNER AD SPECIFICATIONS

TOWER BANNERS

Banner Size: (W 200 X H 500)
Details: Gif file
Placement: Top Left

HEADER BANNERS

Banner Size: (W 469 X H 70)
Details: Gif file
Placement: Top Header

FOOTER BANNER

Banner Size (W 469 X H 70)
Details: Gif file
Placement: Bottom Footer

Email materials to:
Advertising@hispanicmeetingstravel.com

Hispanic Meetings & Travel Magazine
2600 South Shore Blvd, Suite 300
League City, Texas 77573
Advertising@HispanicMeetingsTravel.com
www.HispanicMeetingsTravel.com