

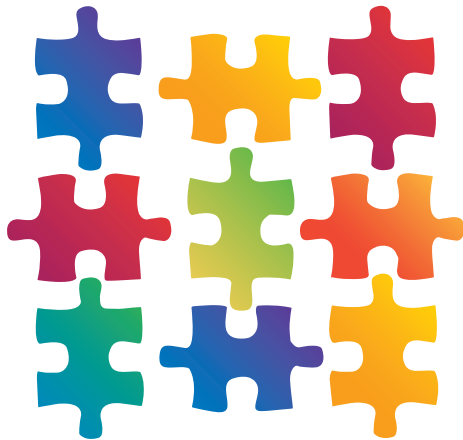


DREAMWEEK

ADVERTISINGDECK



DIRECTLY REACH AN ENGAGED AUDIENCE



TECHIES & INNOVATORS

CHEFS & FOOD WRITERS

COACHES & ATHLETES

SCIENTISTS & ENGINEERS

ARTISTS, FILMMAKERS & PERFORMERS

BUSINESSES LARGE & SMALL

PHYSICIANS & MEDICAL PROFESSIONALS

STUDENTS & EDUCATORS

COMMUNITY LEADERS & ACTIVISTS

WHAT IS DREAMWEEK?

DreamWeek is a summit of over 150 civil and civic events, taking place in and around downtown San Antonio. Founded in 2012, DreamWeek occurs annually for 16 days during the month of January, and grows more successful every year. Advertising opportunities are available before, during, and after the summit.

GOALS:

- Work together to create a roadmap to realize our collective dreams
- Create an environment for civil and civic engagement
- Promote dialogue & exchange
- Provide networking opportunities
- Increase community involvement
- Create shared experiences



BE A VOICE OF DREAMWEEK

There are several advertising opportunities available throughout the DreamWeek Summit, both in digital and print formats. DreamWeek.org will have banner ads available on most pages. For print, full and half page ads will be available in printed schedule booklets, containing all of the DreamWeek events, that will be distributed throughout the city as well as at all DreamWeek events. For the most exposure, reserve the back cover or other prominent placement. There will also be postcards that spotlight the featured events. The back of these postcards will have available ad space in either full or half sizes. Professional ad design services available as well, to make sure your ad looks the very best.



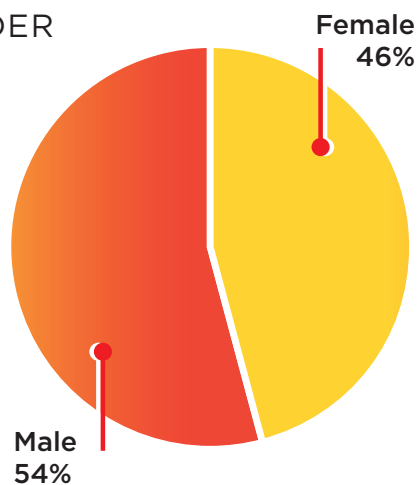
founded in 2012 and
GROWING EVERY YEAR



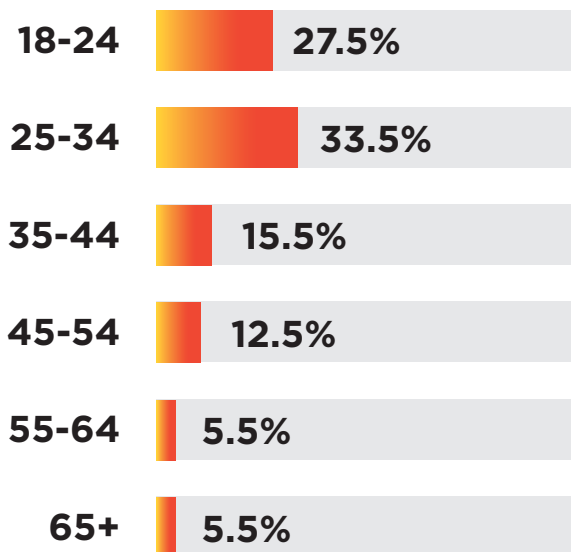
ADVERTISING OPPORTUNITIES

DREAMWEEK.ORG AUDIENCE DEMOGRAPHICS

GENDER



AGE



ONLINE CONNECTIONS

Gain exposure by placing an ad on the DreamWeek website. This is a high-impact opportunity to maximize visibility with an engaged audience. Advertisers can target specific pages to reach their target audience. Ads rotate on each page.

Contact us today to strategize the best placement package for your company!

ADVERTISING PLACEMENT

HOMEPAGE

- Top Rotating Slider \$1000
- Footer Banner \$750

EVENTS PAGE

- Top Banner \$750
- Footer Banner \$500

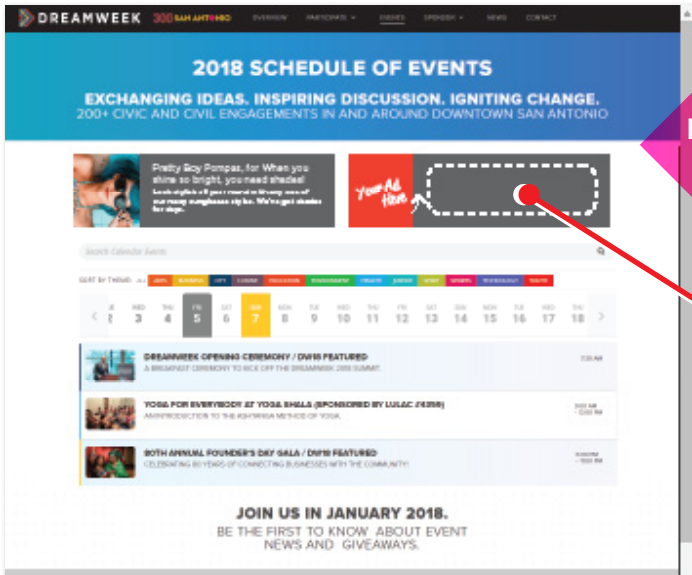
OTHER PAGES

\$450

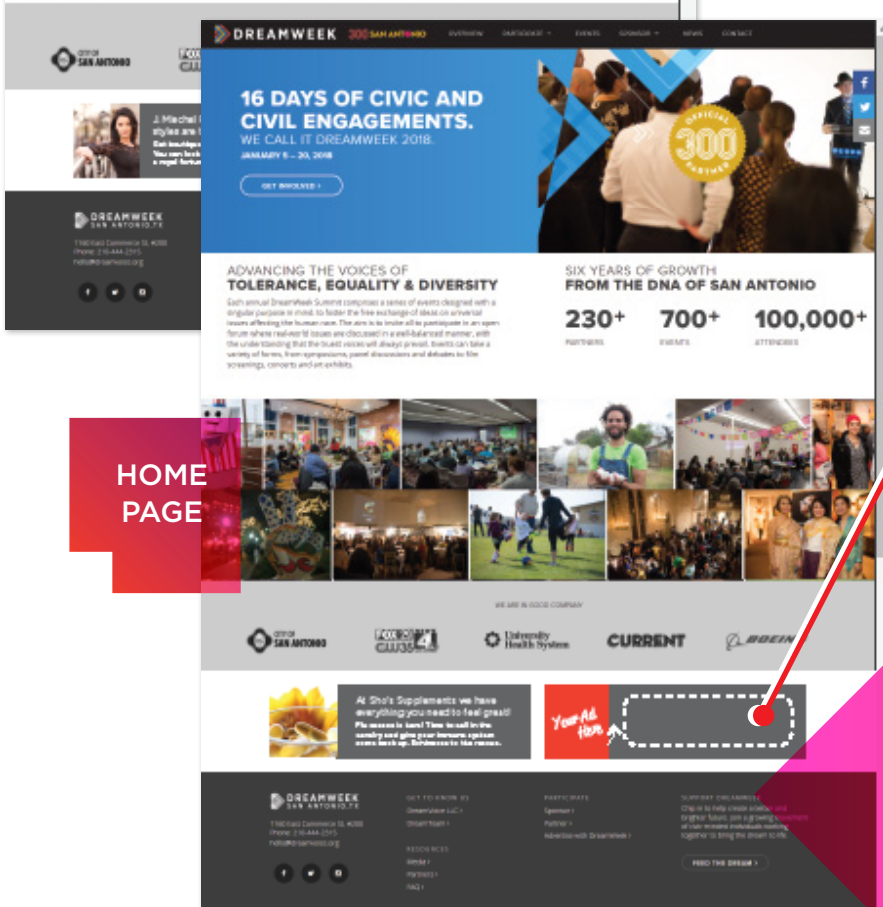
**reach thousands
of visitors**

*Annual MLK March alone
attracts 250,000+

ADVERTISING PLACEMENT



EVENTS
PAGE



HOME
PAGE

TOP BANNER

FOOTER BANNER

Design services available. To place an ad or if you have any questions, please contact us at 210-444-2315, email advertise@dreamvoice.org, or place directly at dreamsecured.com/dwadvertising.

DREAMWEEK.ORG

EBLAST ADVERTISING

Directly drum up excitement for your company with the DreamWeek audience, by placing an ad in the DreamWeek eblast newsletter. The newsletter delivers important updates and daily event lists to DreamWeek subscribers and is a great way to reach a captive audience.

ADVERTISING PLACEMENT

EBLAST NEWSLETTER

- Top Banner \$600/issue
- In Line Ads \$600/issue
- Footer Banner \$450/issue

The screenshot shows the DreamWeek eblast newsletter layout. At the top is a red banner with the DreamWeek logo and dates. Below this is a section titled 'EVENTS HAPPENING TODAY & TOMORROW: JANUARY 11 & 12'. The events are listed in two columns. On the left, there are three event cards: 'Marijuana Law Reform', 'Mindful Compassion Meditation', and 'Freedom Riders Reception & Buffet'. On the right, there is one event card: 'Dream Big Mixer'. Each event card includes a photo, a title, and a description. At the bottom of the newsletter, there are two buttons: 'TODAY'S EVENTS +' and 'TOMORROW'S EVENTS +'. Below these buttons are social media sharing links for Facebook, Twitter, and Email. At the very bottom, there is a copyright notice and a link to update preferences or unsubscribe.

Top Banner: A red banner at the top of the newsletter with the DreamWeek logo and dates.

In Line Ads: Three dashed boxes with the text 'Your Ad Here' and an arrow pointing to the right, located in the top right, middle right, and bottom right of the newsletter.

Footer Banner: A red banner at the bottom of the newsletter with the text 'Your Ad Here' and an arrow pointing to the right.

TOP BANNER

IN LINE ADS

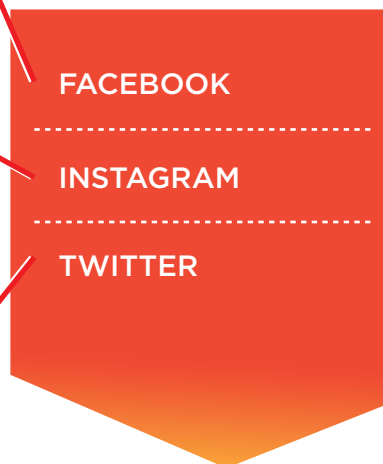
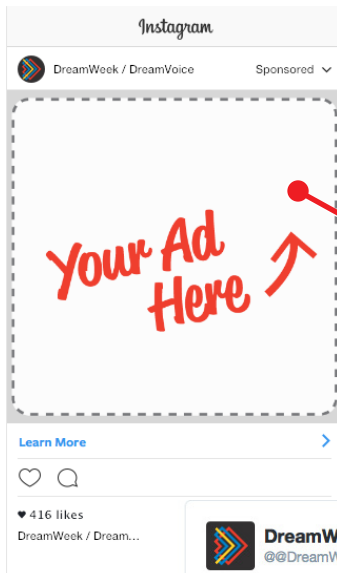
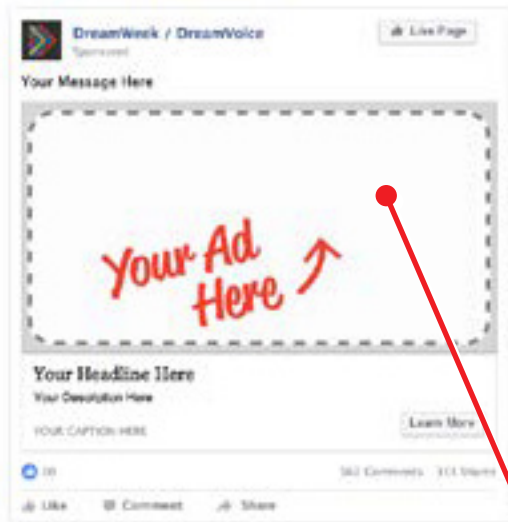
FOOTER BANNER

SOCIAL MEDIA ADVERTISING

Boost your event with a promoted post on social media. Guaranteed to multiply your engagement, a sponsored ad on the DreamWeek Facebook or Instagram page is a great way to promote your event or company.

ADVERTISING PLACEMENT

- Facebook \$350
- Instagram \$200
- Twitter \$200
- Custom Packages Available





ADVERTISING OPPORTUNITIES

Schedule will be distributed in

500+
locations in
Bexar County

TOP DISTRIBUTION SPOTS

- Riverwalk/Downtown
- College campuses citywide
- Coffee Shops
- Movie Theaters
- Community Centers
- DreamWeek Events

PRINTED REACH

DreamWeek collateral will be distributed all throughout the city with printed media. The schedule of events booklet is a great way to connect with people in every part of San Antonio. A more targeted approach would be to place an ad on featured themed postcards.

ADVERTISING PLACEMENT

SCHEDULE BOOKLET

- Full Page
- Half Page
- Prominent Placement Available

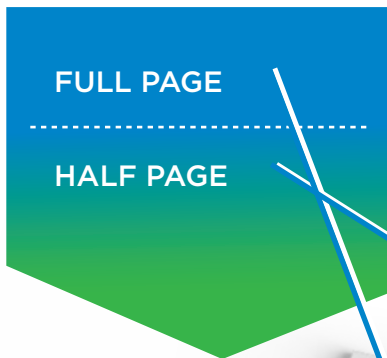
FEATURED THEMED POSTCARDS

- Full Card
- Half Card

*Design services available.
To place an ad or if you have
any questions, please contact
us at 210-444-2315, email
advertise@dreamvoice.org,
or place directly at
dreamsecured.com/dwadvertising.*

PROMINENT PLACEMENT

- Back Cover \$4,950
- Inside Cover (Front & Back) \$2,950
- Facing Page to Inside Cover (Front & Back) \$2,250



DWSA SCHEDULE

The DreamWeek schedule booklet is inserted and distributed with the Current. It is also available at DreamWeek events, and at various communal locations all throughout the city. The schedule booklet is a collateral piece that participants continuously look through, so your ad placed inside, will get a lot of exposure. Reserve the back cover or other prominent placement for the most visibility. Attendees flip through the booklet on a daily basis, for the entirety of DreamWeek as they plan which events they will be attending.

ADVERTISING PLACEMENT

SCHEDULE BOOKLET

- Full Page \$1,250 (2 Ad Combo - \$2,000)
- Half Page \$750



50,000
Distributed

FEATURED THEMED POSTCARDS

The front of the postcard will list featured events related to the Dreamweek themes. The back will be advertising space, available in either full or half card increments. This is a great way to reach a more targeted market.

ADVERTISING PLACEMENT

POSTCARD

- Full Card Back \$900
- Half Card Back \$500



12,000
Distributed



THEMES



CITY



SPORTS



CUISINE



HEALTH



ENVIRONMENT



TECHNOLOGY



EDUCATION



ARTS



YOUTH



SPIRIT



JUSTICE



BUSINESS



RATE CARD

| WEBSITE - ROTATING ADS | COST |
|--|----------|
| HOMEPAGE FOOTER BANNER | \$500/wk |
| EVENTS PAGE HEADER BANNER | \$750/wk |
| EVENTS PAGE FOOTER BANNER | \$500/wk |
| PARTICIPATE OR NEWS PAGE HEADER BANNER | \$450/wk |
| PARTICIPATE OR NEWS PAGE FOOTER BANNER | \$400/wk |

| EBLAST | SIZE | COST |
|---------------|---------|-------------|
| TOP BANNER | 650x125 | \$600/issue |
| IN-LINE AD | 300x250 | \$600/issue |
| FOOTER BANNER | 650x125 | \$450/issue |

Digital Ad Submissions:

- Please provide one photo at least 480x600 pixels image
- Ad title text (max 60 characters), Ad body text (max 120 characters)
- Click Through URL

To place an ad or if you have any questions, please contact us at 210-444-2315, email advertise@dreamvoice.org, or place directly at dreamsecured.com/dwadvertising.



RATE CARD

| SOCIAL MEDIA | COST |
|----------------|--------|
| FACEBOOK POST | \$350 |
| INSTAGRAM POST | \$200 |
| TWITTER POST | \$200 |
| CUSTOM PACKAGE | VARIES |

Social Ad Submissions:

- Please provide one 1200x1200px ad/image as well as any desired description text
- Please provide your social media handle for tag
- Click Through URL if applicable

Custom packages available.

To place an ad or if you have any questions, please contact us at 210-444-2315, email advertise@dreamvoice.org, or place directly at dreamsecured.com/dwadvertising.





RATE CARD

| 8x8" SCHEDULE BOOKLET | SIZE | COST |
|---|----------------------------|---------|
| BACK COVER | 8x8" | \$4,950 |
| INSIDE COVER (FRONT/BACK) | 8x8" | \$2,950 |
| FACING PAGE - INSIDE COVER (FRONT/BACK) | 8x8" | \$2,250 |
| FULL PAGE | 7.5x7.5" | \$1,200 |
| FULL SPREAD OR 2 AD COMBO | 15.5"x7.5" or 7.5x7.5" ea. | \$2,000 |
| HALF PAGE | 7.5x3.5" | \$750 |

| 5x7" POSTCARD | SIZE | COST |
|---------------|------------|-------|
| FULL CARD | 4.5X6.5" | \$900 |
| HALF CARD | 4.5X3.125" | \$500 |

Print Ad Submissions:

All ads must be submitted as high-resolution PDF files. All images, graphics should render 300 dpi or above. Be sure to embed fonts, graphic files into PDF. For cover, full-page ads, please include 1/8" bleeds.

To place an ad or if you have any questions, please contact us at 210-444-2315, email advertise@dreamvoice.org, or place directly at dreamsecured.com/dwadvertising.



RATE CARD

| DESIGN SERVICES | COST |
|-----------------|----------|
| PRINT AD | \$250/AD |
| DIGITAL AD | \$150/AD |

LET US HANDLE THE DESIGN

Professional design services are available for all advertising opportunities. We will work with you to make your vision or a reality, or to provide original concepts based on your existing brand elements such as color scheme, typeface and logo design elements. We can incorporate your copy or help you to come up with messaging. Contact us today to discuss all available options.

To place an ad or if you have any questions, please contact us at 210-444-2315, email advertise@dreamvoice.org, or place directly at dreamsecured.com/dwadvertising.





ADVERTISING AGREEMENT

(Check all selections)

SCHEDULE BOOKLET

- ☐ BACK COVER - \$4,950
- ☐ INSIDE COVER PAGES - \$2,750
- ☐ INTERIOR FULL PAGE - \$1,200
- ☐ HALF PAGE - \$750

FEATURED THEME POSTCARD

- ☐ FULL CARD - \$900
- ☐ HALF CARD - \$500

SOCIAL

- ☐ FACEBOOK POST- \$350
- ☐ INSTAGRAM POST- \$200
- ☐ TWITTER POST - \$200

WEBSITE

- ☐ HOMEPAGE ROTATING SLIDER - \$1000
- ☐ HOMEPAGE FOOTER BANNER - \$750
- ☐ EVENTS HEADER BANNER - \$750
- ☐ EVENTS FOOTER BANNER - \$500
- ☐ OTHER PAGES BANNER - \$450

EBLAST

- ☐ HEADER BANNER - \$600/issue
- ☐ IN-LINE AD - \$600/issue
- ☐ FOOTER BANNER - \$450/issue

DESIGN SERVICES

- ☐ PRINT AD - \$250/AD
- ☐ DIGITAL AD- \$150/AD

CUSTOM PACKAGE

- ☐ VARIES \$ _____

TYPE OF PAYMENT

- ☐ BY PHONE: Please call 210-444-2315 for payment processing.
- ☐ ONLINE: Visit dreamsecured.org/dwadvertising for secure online credit card payments.
- ☐ BY CHECK: Please make checks payable to DreamVoice LLC

Mail to: DreamVoice LLC, 1142 E. Commerce Ste 200, San Antonio, Texas 78205

TOTAL AMOUNT DUE: _____ # OF WEEKS TO RUN BANNER AD _____

Signature: _____

Date: _____

Terms and Conditions: Advertising space is limited and available on a first-come, first-served basis. The publisher reserves the right to cancel or reject any advertising. All advertising insertion orders and contracts are subject to the approval of the publisher. Omission or error in or of any insertion shall not constitute a breach in this contract; however, omission or substantial error shall entitle the advertiser to a prorated discount. If a waiver of any default or breach is granted by either the advertiser or the publisher, this waiver shall not be considered a waiver of any subsequent default breach of the same or any other provisions. Advertisers and their affiliates will assume liability for full content of printed advertising, to include, but not limited to, the following: text, representation, photography and illustration. Advertisers and their affiliates are responsible for any claims made against the publisher arising from their published endorsement. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial matter. Unless otherwise specified, positioning of advertising shall be decided with the publisher's sole discretion. The publisher will use its reasonable efforts to accommodate the advertiser's positioning request. Cancellations must be received in writing by the publisher on or before the published closing date/deadline. No cancellations will be accepted after closing date. All ads for the printed schedule booklet are due on or before December 4th

YOUR VOICE MATTERS

DREAMWEEK ADVERTISING DECK

DreamVoice LLC

dreamvoice.org | dreamweek.org

1160 E Commerce, Ste 200, San Antonio, TX 78205

@dreamweeksa | #dwsa | 210-444-2315

