



**WINTER TEXANS
SPENT OVER**

**\$802
MILLION***

**In The Rio Grande Valley
Last Year.**

**DID YOU GET
YOUR SHARE?**

*Source:

UTPA Valley Market and Tourism
Research Center 2009-2010 Survey



Winter Texan TIMES

1217 N. Conway • P.O. Box 399 • Mission, Texas 78573 • (956) 580-7800 • Fax: (956) 585-2304
www.wintertexantimes.com email: ads@wintertexantimes.com

**Published Bi-Weekly during October and November
Weekly during December, January, February and March
by Times Media Group, Inc. in Mission, Texas.
Founded 1987**

**Distributed Free of Charge to Mobile Home and RV Parks Valleywide—from
Mission to Brownsville including:**

- Mission • McAllen • Pharr • San Juan • Alamo • Edinburg • Donna • Weslaco
- Mercedes • La Feria • Harlingen • San Benito • Los Fresnos • Port Isabel
- South Padre Island • Brownsville.

Circulation at peak of season is approximately 25,000 copies.

Editorial Content

- **Parks Calendar...**Listing a wide variety of Winter Texan activities including dances, bingos, jam sessions, pancake breakfasts and more!
- **Entertainment News for Winter Texans** including information on concerts, shows, plays and special events.
- **News about mobile home and RV park activities and events.**
- **Coverage of special events of interest to Winter Texans**, such as the Texas Citrus Fiesta, Charro Days, All Valley RV Show, RGV Livestock Show, and much more!
- **News relating to Medicare and Social Security**
- **Information on Texas laws which affect visitors and temporary residents** (plus periodic information from the Texas Attorney General relating to frauds, etc., aimed at retirees and the elderly)

The Best Winter Texan Newspaper In The Valley!



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The *Winter Texan Times* is the Valley's leading newspaper in reaching the Winter Texan market. Published every other week from the end of October through November, weekly in December, January, February and March, the special features and editorial content of our publication keep each issue in the hands of our readers until the next issue is printed. This allows advertisers the enhanced benefit of placing only one ad in a one or two-week period, yet receiving almost daily visibility with our readership and increasing customer contact by advertising weekly during the peak of the season.

The "Parks Calendar" is the Winter Texans' primary source for daily activities. "News from the Parks" offers a human interest element as they keep track of wedding anniversaries and other personal events in the lives of fellow Winter Texans. The "Reunions" feature is their way to meet with others from their home state or county. Our editorial content largely focuses on special events and activities for Winter Texans to see and do during each season's stay. Additionally, Winter Texans often tell us they like our paper because of "all the ads," a ready resource on where to go for anything from dining out to medical services.

The *Winter Texan Times* circulation reaches over 25,000 at peak of season. This translates to roughly over 50,000 readers. Distributed free of charge to over 200 Winter Texan subdivisions and RV and mobile home parks from Mission to South Padre Island, this publication is the first one they pick up and the last one they put down. The *Winter Texan Times* gives our advertisers the advantage of knowing they are "there" (in the Winter Texans hands) when this very active population has the time to see them. No questions about which TV channel or radio station to advertise with, or at what time. Many of our readers even carry the *Winter Texan Times* with them in the car to plan their daily activities.

A stable, viable market which has grown at a rate of seven to twelve percent per year for several years, Winter Texans bring in over \$802 million dollars in revenue while they are in the Valley. (Source: UT - Pan American University Center for Tourism Research). This is definitely the market to focus on from October through March.

No other advertising vehicle offers more depth of coverage to the Winter Texan market than the *Winter Texan Times*. Publishing since 1987, we are proud of the service we have provided to both reader and advertiser. Our continued increase in popularity among Winter Texans and advertisers reaffirms this for us year after year.

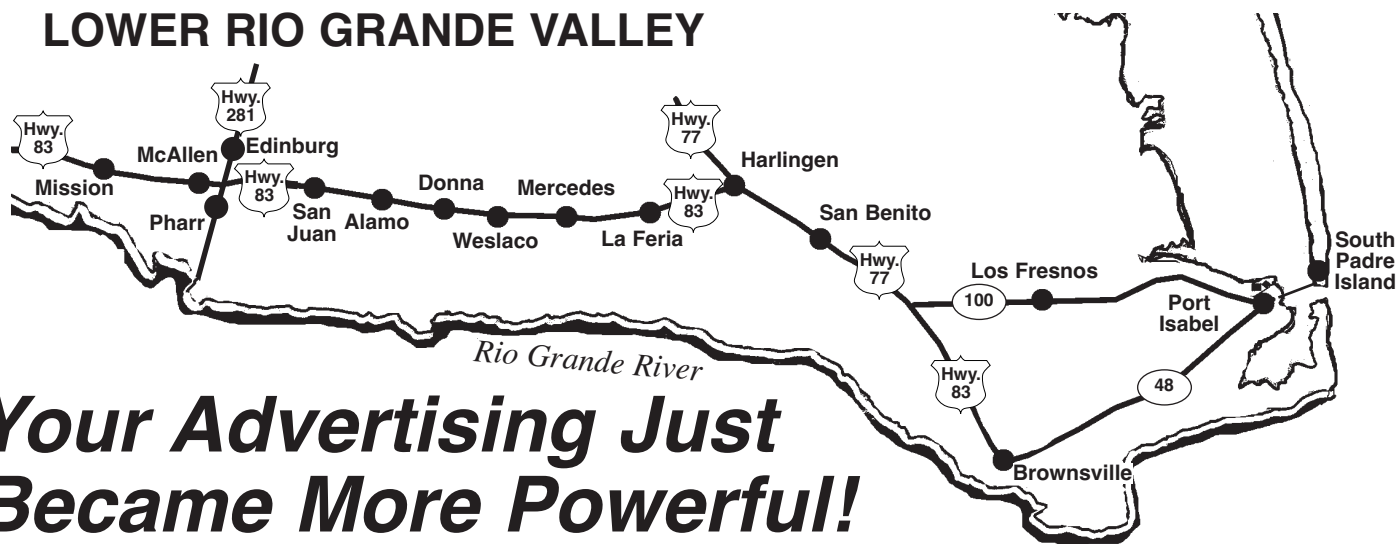


Winter Texan **TIMES**

is delivered **VALLEYWIDE!**

We deliver to RV & Mobile Home Parks from Mission to Brownsville and South Padre Island.

LOWER RIO GRANDE VALLEY



Your Advertising Just Became More Powerful!

Now with regular advertising in the *Winter Texan Times* your ad reaches the Winter Texan market **Valleywide**, from Mission to Brownsville.

Our circulation covers the Winter Texan market in the following areas:

- | | | |
|------------|------------|----------------------|
| • Mission | • Edinburg | • Harlingen |
| • McAllen | • Donna | • San Benito |
| • Pharr | • Weslaco | • Los Fresnos |
| • San Juan | • Mercedes | • South Padre Island |
| • Alamo | • La Feria | • Brownsville |

Increase your Winter Texan business this season.

Call Us! (956) 580-7800

Founded in 1987

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