



2024 - 2025 Official WBCA & SMW Program Book



It is my pleasure to inform you of the opportunity to purchase an advertisement in the **2024-2025 Official WBCA & SMW Program Book** celebrating the 127th Washington's Birthday Celebration. The Washington's Birthday Celebration Association and the Society of Martha Washington have partnered up once again to produce just one (1) beautiful book to promote both organizations and their participants.

Advertisements are currently available for purchase. Please call the WBCA Office, 956-722-0589; or email wbc@wbcaredo.org to be directed to the appropriate SMW Ad Sales Representative.

Accepted advertisements may be a congratulatory ad for family and friends to honor, or for your business:

- 1- WBCA Ambassadors: (i.e. **Mr. South Texas**, **George Washington**, **Martha Washington**, **WBCA Abrazo Children**, **Father Miguel Hidalgo**, **WBCA Bridge Speaker**, **WBCA Poster Artist**, **Parade Marshals**, etc..)
- 2- Society of Martha Washington **Debutantes**, **Escorts**, **SMW President** and/or any other member or participant.
- 3- **WBCA President** or other WBCA Affiliate Presidents or Officers (i.e. **IGNC President**, **CIBV President**, **Caballeros de la República del Rio Grande Jefe**, etc...)
- 4- Congratulatory or Non-congratulatory Business Ads also welcome

Reserve your ad space today! -- **Deadline to turn in all ad materials with payment is October 1, 2024.**

The ads will appear in the beautiful, hardbound program book distributed annually to each guest of the Society at the **SMW Colonial Pageant and Ball** scheduled for Friday, February 21, 2025; and, at the **WBCA Mr. South Texas Luncheon hosted by Texas Community Bank**, slated for February 15, 2025, as well as various other WBCA and SMW hosted events.

Below you will find all pricing information for the various ad sizes currently available:

Two Page Ad -Double Spread (17.5"W x 11.25"H) \$1,200

Full Page Ad (8.75"W x 11.25"H) \$700

Half Page Ad (8.75"W x 5.625"H) \$450

Although you may use any graphic designer of your choice, we do have a few recommendations for designers who are already familiar with the format we use and what is required for a beautiful ad, should you be interested.

Graphic designer recommendations are as follows:

Sergio Puente	956.319.4973	vantagegfx@gmail.com
Meg Guerra	956.319.8001	meg@laredosnews.com
Goyo Lopez	956.285.7788	goyoboy@yahoo.com
Bryan Vargas	917.951.1713	BRY.VRGS@gmail.com
Matt Gibson	956.251.7576	dmatthewgibson@me.com

Please see the attached documents announcing the 2024-2025 WBCA Ambassadors of the 127th Washington's Birthday Celebration (some participants pending to be announced); and all participants for the Society of Martha Washington.

The deadline for all transactions including contracts, submission of ads and payments is **October 1, 2024**. SMW Ad Representatives look forward to working with you to create a memorable ad in the **2024 - 2025 Official WBCA & SMW Program Book** Celebrating the 127th Washington's Birthday Celebration!

Thank you!

Fernando Montemayor Jr., WBCA President

Julia Casso, SMW President