

# Co-op Advertising Rates

EFFECTIVE January 1, 2008

GROSS FULL-RUN RATES: THESE RATES ARE COMMISSIONABLE TO RECOGNIZED AGENCIES

## LOCAL/CO-OP - DOLLAR VOLUME RATES

The co-op rates are extended to local distributors and/or ads that include a list of local dealers or retailers where products/services are sold to the following business categories: Texas State Tourism, Texas gaming, travel wholesalers, convention and visitor bureaus, chambers of commerce, trade shows, auctions and charity organizations, conventions, seminars and educational advertisers.

	DAILY	FRI/SAT	SUN/HOLIDAY	PICK UP DAILY	PICK UP FRI/SAT
<b>OPEN</b>	\$241.04	\$263.72	\$298.57	\$192.83	\$210.98
<b>\$12,500</b>	213.40	233.47	264.33	170.72	186.78
<b>\$25,000</b>	202.77	221.84	251.17	162.21	177.48
<b>\$60,000</b>	190.60	208.53	236.10	152.48	166.83
<b>\$110,000</b>	182.98	200.19	226.65	146.38	160.17
<b>\$160,000</b>	173.83	190.19	215.32	139.06	152.14
<b>\$200,000</b>	165.14	180.68	204.55	132.11	144.54
<b>\$475,000</b>	155.23	169.84	192.28	124.19	135.87
<b>\$720,000</b>	149.02	163.05	184.59	119.21	130.43
<b>\$950,000</b>	144.55	158.16	179.04	115.64	126.53
<b>\$1,100,000</b>	141.67	154.98	175.47	113.33	123.99
<b>\$1,250,000</b>	137.40	150.34	170.21	109.92	120.27
<b>\$1,450,000</b>	134.65	147.33	166.81	107.73	117.86

## FULL RUN ADVERTISING COLOR RATES

ROP	DAILY	FRI/SAT	SUNDAY
1 color & black	\$1,633	\$1,850	\$2,077
3 colors & black	2,648	2,930	3,229

For Double Truck, add 20%

## PICK UP RATES

Pick Up rates apply to the same full-run ad repeated within seven days including initial insertion. Highest rate prevails. No Sunday Pick Up. No copy changes. No other discounts apply.

## NATIONAL ADVERTISING

Liz English	Display Advertising Director	210-250-2601	lenglish@express-news.net
Johnny Flores	Retail Sales Director	210-250-2519	jflores@express-news.net
Robert Blake	National Account Executive	210-250-2563	rmlake@express-news.net
Brian Ryder	National Account Executive	210-250-2503	bryder@express-news.net
Virginia Fierros	Sales Assistant II	210-250-2574	vfierros@express-news.net

## OTHER INFORMATION AVAILABLE BY EMAIL: [www.express-news.com](http://www.express-news.com)

Deadlines • Production Specs • Delivery Address • Contact • Credit & Payment • Circulation • Readership

VIRGINIA FIERROS  
P.O. BOX 2171, SAN ANTONIO, TEXAS 78297-2171  
(210) 250-2574 • (800) 555-1551 • FAX (210) 250-2571

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MySA.com