

Consumer How-To-Guide

HOW-TO Go viral with your campaign

Make your business stand out as an industry leader with a comprehensive ad campaign offered by Hearst Media Services. Launch your message in the Express-News Consumer How-To Guide, insert your QR code, and go viral with your targeted ad.

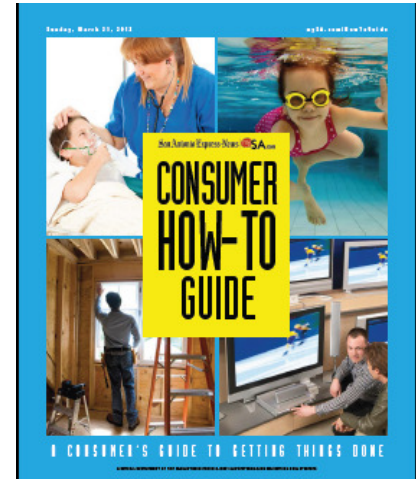
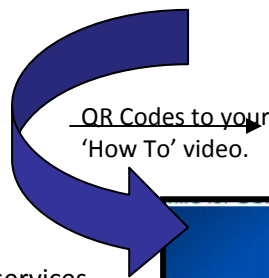
The campaign gives you the ability to:

- Reach nearly 720,000 Express-News Sunday readers with the Consumer How-To Guide and mySA list service directory
- Reach Prime Time community newspaper readers with MySA list service directory, inserted into nearly 170,000 copies
- Instantly take readers to your website
- Encourage customers to join your facebook
- Compete in search engines to get your company ranking as high as possible
- Own a tracking phone number to chart your responses
- Receive accurate reports of traffic to your site
- Have a video montage on mySA.com that consumers can click and see

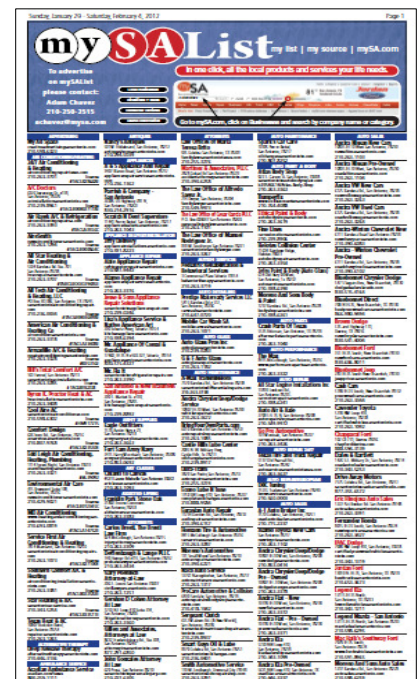
HOW-TO Select your exclusive category

This informative How-To Guide will tell readers about options in home-improvement and do-it-yourself projects, how to make informed decisions on big-ticket purchases, and much more. With your paid participation, your business also will sponsor an informative article of your topic choice that is pre-written by an accredited news syndicate. The article will be featured adjacent or on top of your ad, offering excellent credibility.

- Full page ads get a full page article
- Half page ads get a half page article
- A list of pre-written consumer articles will be available for advertisers to select
- Article may be reviewed prior to committing (article may not be altered to reflect specific advertiser product or services)
- Articles will be awarded on a first-come, first served basis
- There will be one advertiser per article



Pub Date: May 6, 2012



Published Weekly



Example of video montage on MySA.com

HEARST media services
San Antonio Express-News | mySA.com | Yahoo!



YOUR APPLICATIONS TO DRIVE TRAFFIC.

HOW-TO choose a package for your business

PLATINUM: ANNUAL PACKAGE

- SEO Optimal Search Package
- QR code
- mySA.com participation with your business video montage and custom voiceover (for 30 days)
- Insertion in Consumer How-To-Guide
- mySA list directory insertion every week for a year into Express-News and (5) Prime Time community newspapers

<u>AD SIZE</u>	<u>INITIAL PACKAGE COST</u>	<u>COST PER NEXT 5 MONTHS</u>	<u>TOTAL PACKAGE</u>
Full Page	\$3,085	\$350	\$6,935
Half Page	\$2,385	\$350	\$6,235

SILVER: 6-MONTH PACKAGE

- SEO Prominent Search Page
- QR code
- mySA.com participation with your business video montage and custom voiceover (for 30 days)
- Insertion in Consumer How-To-Guide
- mySA list directory insertion every week for six months into Express-News and (5) Prime Time community newspapers

<u>AD SIZE</u>	<u>INITIAL PACKAGE COST</u>	<u>COST PER NEXT 5 MONTHS</u>	<u>TOTAL PACKAGE</u>
Full Page	\$3,185	\$450	\$5,435
Half Page	\$2,485	\$450	\$4,735

DIMENSIONS:

Full Page	Bleed: 10.25" x 11.75"	Live: 9" x 10.5"
Half Page	(H) Bleed 10.25" x 6.041"	Live: 9" x 4.791"
Half Page	(V) Bleed 5.292 x 11.75"	Live: 4.042 x 10.5"

DEADLINES:

Pub Date: Sunday, May 6, 2012

Space/Copy: Thursday, April 5, 2012

EDI: Thursday, April 19, 2012

Printed on 50# glossy paper for the cover pages with 30# newsprint inside.
All pages are full color.

**For advertising information
contact your sales representative
or call (210) 250-2514**

HEARST *media services*
San Antonio Express-News | mySA.com | Yahoo!



YOUR APPLICATIONS TO DRIVE TRAFFIC.