

Coupons for Every Reason

Retailers and shoppers have a lot of dates to remember every year and 2010 is no different. Take advantage of every seasonal opportunity with the **2010 Pick It Up, Save It Up Coupon Book** from the San Antonio Express-News.

87% of Sunday Express-News reader households use coupons at least once a month for groceries and/or other products/services.

Reader households use these sources for coupons: • 70% Sunday newspaper • 63% in-store
Source: Scarborough Research, 2010 R1; San Antonio MSA; past week Sunday Express-News readership.

2010 PUBLICATIONS

January 17
February 14
March 14
April 11
May 16
June 13
July 18
August 15
September 12
October 10
November 14
December 12

SPACE DEADLINE

December 28
January 20
February 19
March 19
April 23
May 21
June 25
July 23
August 20
September 17
October 22
November 19

EDI RELEASE

January 4
January 27
March 3
March 26
April 30
May 28
July 2
July 30
August 27
September 24
October 29
November 26

2010 RATES

	1x	3x - 5x	6x - 12x
Back Page	\$2,500	\$2,300	\$2,000
Inside Back Page	\$2,500	\$2,300	\$2,000
Inside Front Page	\$2,500	\$2,300	\$2,000
All Other Full Pages	\$2,000	\$1,800	\$1,500
Half Pages	\$900	-	-



FULL PAGE IMAGE AREA: 7.625" x 9.25"
HALF PAGE IMAGE AREA: 3.75" x 9.25"

FULL PAGE COUPON SIZE: 7.625" x 2.5"
HALF PAGE COUPON SIZE: 3.75" x 2.5"

PAPER STOCK: 35# brite #70

CIRCULATION: 275,000

To reserve your advertising space, contact your sales representative or call (210) 250-2514.



Each week you can reach over 1 million adults with our print and online products.

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