

# Relish Success

With more Americans dining outside the home, it's no surprise they're eyeing to dine in San Antonio. Whet your appetite for opportunity when you advertise your eatery in Dining Out, A Guide to San Antonio Restaurants – available only from the Express-News. Your establishment will stand out from the crowd featured in this beautiful full-color guide offering up the Alamo City's best restaurants, delis, bistros, cafés and more. When only success will tame your craving, look no further than Dining Out and the Express-News.

San Antonians spend over \$1 billion eating out each year. Of that, \$582 million was spent at full-service restaurants and \$528 million was spent at fast food restaurants. Source: Nielsen Claritas, 2010, San Antonio MSA

## 2012 PUBLICATION DATES

**Thursday, March 22**

**Space Reservation:** Monday, February 27  
**EDI Release:** Wednesday, March 7

**Thursday, September 20**

**Space Reservation:** Monday, August 20  
**EDI Release:** Wednesday, August 29

### Cover-photo Opportunities:

Main Photo: \$2,070, includes large front photo and ½-page ad inside

Small Photo: \$280 with the purchase of a half-page or larger ad (one per advertiser)

AD SIZES	RATES	DIMENSIONS
Back Page	\$1,275	Bleed: 7" x 10.25" Trim: 6.5" x 9.75" Safe: 5.75" x 9"
Full Page	\$1,045	Bleed: 7" x 10.25" Trim: 6.5" x 9.75" Safe: 5.75" x 9"
Half Page	\$620	(V) 2.75" x 9" (H) 5.75" x 4.375"
Quarter Page	\$389	(V) 2.75 x 4.375" (H) 5.75" x 2.062"
Eighth Page	\$258	(M) 2.75" x 2.062"
Centerspread	\$2,084	
<b>(or two facing pages)</b>		

All ads are full color. Mini-tab format. Bleed available on Full Page and Centerspread only.

### FACEBOOK SOCIAL NETWORKING RATES

\$200 = approx. 270 clicks\*

\$300 = approx. 405 clicks\*

\$400 = approx. 540 clicks\*

\$500 = approx. 675 clicks\*

Important Note: \*Actual number of clicks can vary due to cost-per-click increases/decreases. Actual number of impressions and clicks reported at end of campaign.

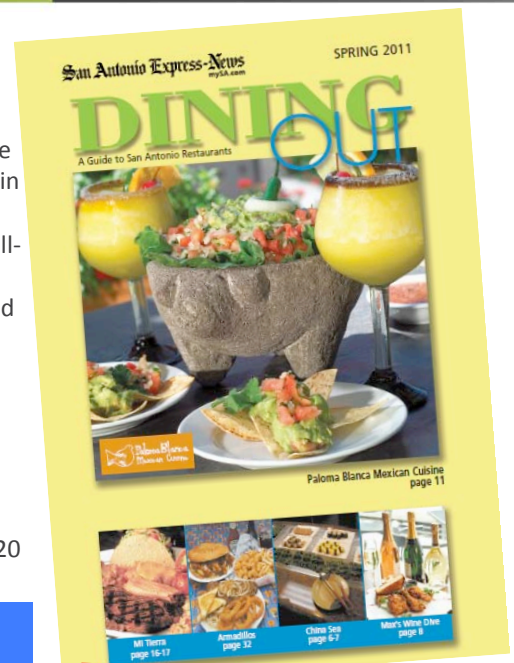
Nine of ten San Antonio adults (87%) ate at a sit-down restaurant in the past month.

Of these diners, 41% recently visited Facebook.

Source: Scarborough Research, 2011 R1, San Antonio MSA; Facebook usage in the past 30 days

### BONUS:

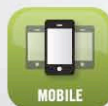
Publication will appear online for six months at mySA.com.



To reserve your space, contact your sales representative or call (210) 250-2547.

## HEARST media services

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YOUR APPLICATIONS TO DRIVE TRAFFIC.