

The Ultimate Party Planner

Fiesta, the biggest party of the year is about to get underway. And now is the time for business to join the festivities and find success. Reserve your space in the guide to Fiesta from the San Antonio Express-News and get ready to party with consumers who really know how to celebrate! Your business will be featured in the must-have guide that partygoers rely on to help them navigate through over 100 city-wide events in the 11-day celebration. Call your sales representative today and discover the real reason to celebrate.

- Over 3 million people attend Fiesta San Antonio each year
- Visitors spend more than \$124 a day
- Economic impact is nearly \$300 million each year.
- Second largest festival in the United States (second only to Mardi Gras) but Fiesta has a bigger economic impact.

Source: Fiesta San Antonio Commission Economic Impact Study 2007

FIESTA PREVIEW

Publication Thursday, April 19
Space Deadline Monday, April 9
EDI Release Thursday, April 12

Format Tabloid
2012 Rates \$76 per column inch
Color Rates: Additional \$23 per column inch for one color
 Additional \$37 per column inch for full color

FIESTA CORONATION EDITION

This colorful, festive section within SA Life features a full-color cover with the Order of the Alamo Queen and Princess in their one-of-a-kind gowns. The pages showcase the duchesses and include information on all the major events of Fiesta. This special feature is a San Antonio tradition, so don't miss out!

Publication Thursday, April 26
Space Deadline Monday, April 23 (noon)
EDI Release Tuesday, April 24 (noon)

Format Broadsheet
(in SA Life)
2012 Rates \$76 per column inch
Color Rates: Additional \$23 per column inch for one color
 Additional \$37 per column inch for full color



BONUS:

Publication will online for 11 days at mySA.com
mySA.com Usage*
 •24+ million page views each month
 •2.4 million unique users each month
 •Most visited local media website, according to Scarborough Research and comScore
 *Omniure SiteCatalyst, Jan.-Dec., 2011

Double your exposure by advertising in both Fiesta sections and save 15%!
 \$129 per column inch – combo rate
 Add color for \$63 per column inch additional

EXPRESS-NEWS READERSHIP:

294,200 read the daily Express-News on an average weekday (19%)
 Source: Scarborough Research, 2011, R1, MSA Adults 18+

EXPRESS-NEWS THURSDAY CIRCULATION: 144,598

Source: ABC Newspaper Publisher's Statement, Sept. 25, 2011

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

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