

Football Previews

Score the winning touchdown when you advertise in the 2011 Football Previews. The two-sectioned preview covering high school and college football are comprehensive guides for Texas' favorite fall sport.

The College Football section will contain expanded coverage of UTSA to honor their inaugural season!

Each Sunday, special features such as high school team rankings and team bios, Big 12 schedules and scouting reports and NFL news and highlights bring readers – and your business – into the game.

Targeted promotional ads give your team the advantage and let you go for the extra point. Team up with the Express-News and go for the win.

488,200 San Antonio adults are college football fans:

- 47% read the Express-News on a typical Sunday
- 66% are men
- 55% are age 25-54
- 70% will be reached by the series of three sections and 30 days exposure on mySA.com

272,800 San Antonio adults are high school football fans:

- 46% read the Express-News on a typical Sunday
- 51% are women
- 67% are age 25-54
- 74% will be reached by the series of three sections and 30 days exposure on mySA.com

Source: Scarborough Research, 2010 R1 MSA

DEADLINES

HIGH SCHOOL FOOTBALL

Publication Date: Sunday, August 21
Space/Copy Deadline: Monday, August 8
EDI Release: Tuesday, August 16

COLLEGE FOOTBALL

Publication Date: Sunday, August 28
Space/Copy Deadline: Tuesday, August 16
EDI Release: Wednesday, August 24

RATES

ONE ISSUE

\$118 per column inch

TWO ISSUES

\$106 per column inch

Add full color for an additional \$43 per column inch.

FORMAT
 Broadsheet



Extend your message with the mySA.com Sports section.

When you purchase an Express-News preview ad, receive 50% off your mySA.com Sports Banner ad.

\$10 CPM
 (regular rate \$20 CPM)

BONUS:

Sections will appear online for 30 days at mySA.com

For advertising information, contact your sales rep or call (210) 250-2514.

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

*For everything you need
 We're Here For You.*

HEARST *media services*

San Antonio Express-News | mySA.com | Yahoo!