

Football Previews

Go for the Win!

Score the winning touchdown when you advertise in the 2010 Football Previews. The three-sectioned preview, covering high school, college and professional football, is the comprehensive guide for Texas' favorite fall sport.

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.

701,000 San Antonio adults are NFL fans:

- 50% read the Express-News on a typical Sunday
- 63% are men
- 57% are age 25-54
- 69% will be reached by the series of three sections and 30 days exposure on mySA.com

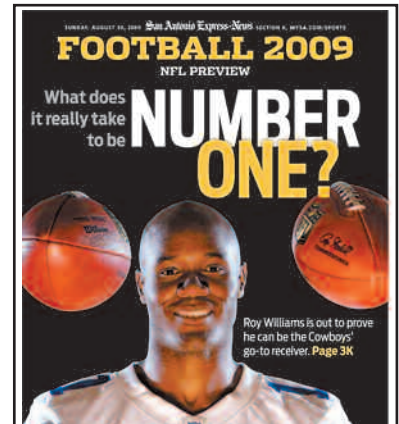
564,300 San Antonio adults are college football fans:

- 50% read the Express-News on a typical Sunday
- 68% are men
- 50% are age 25-54
- 71% will be reached by the series of three sections and 30 days exposure on mySA.com

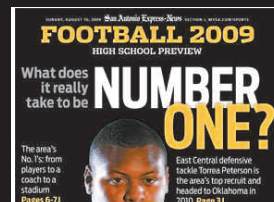
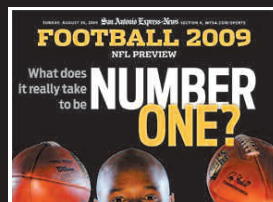
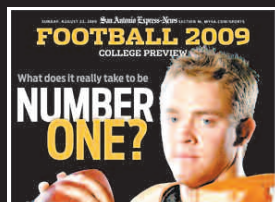
306,000 San Antonio adults are high school football fans:

- 46% read the Express-News on a typical Sunday
- 51% are women
- 64% are age 25-54
- 68% will be reached by the series of three sections and 30 days exposure on mySA.com

Source: Scarborough Research, 2010 R1 MSA



For advertising information contact your sales representative 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!

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DEADLINES

HIGH SCHOOL FOOTBALL

Publication Date: Sunday, August 22

Space/Copy Deadline: Monday, August 9

EDI Release: Tuesday, August 17

COLLEGE FOOTBALL

Publication Date: Sunday, August 29

Space/Copy Deadline: Tuesday, August 17

EDI Release: Thursday, August 26

PROFESSIONAL FOOTBALL

Publication Date: Sunday, September 12

Space/Copy Deadline: Wednesday, September 1

EDI Release: Thursday, September 9

RATES

ONE ISSUE

\$118 per column inch

Add Full Color \$43 per column inch.

TWO ISSUES

\$106 per column inch

THREE ISSUES

\$83 per column inch

FORMAT

Broadsheet

BONUS:

Sections will appear online for 30 days at mySA.com.

ONLINE

Target users specifically interested in football with Yahoo! Behavioral Targeting!

Banner Size 120 x 600

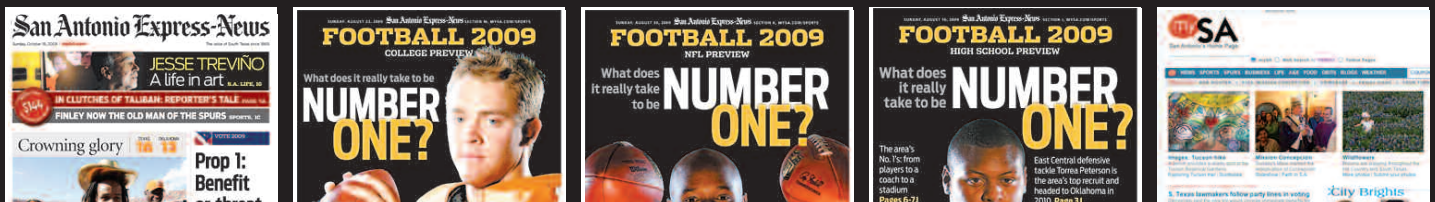
Packages:

35,725 impressions \$500

53,575 impressions \$750

71,450 impressions \$1,000

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