

Go Green, Get Green

From eco-friendly travel to cruelty-free products, green is the buzzword for the new Millennium. Trend-setting consumers are buying more earth-friendly products than ever before.

Expect to earn some green when you advertise in Living Green, an annual publication from the Express-News. Your business will be on the forefront of environmental revolution.

- Consumer interest in green products -- especially water and energy conserving products -- continues to grow.
Source: National Association of Home Builders, January 2009
- 97,000 green homes built nationally since mid-1990s – a 50% increase since 2004
Source: National Association of Home Builders, 2007

Consumers want to be smarter about going green:

- 43% think they will be extremely green in the next five years while only 11% see themselves extremely green today
- 78% say “I need more information to think about how to help solve environmental issues”
- 57% say “I would buy more products that are environmentally friendly if I understood how they impacted the environment”
Source: Wal-Mart’s Live Better Index, 2007

DEADLINES

Publication Date Saturday, April 10
Space/Copy Thursday, April 1
EDI Wednesday, April 7

FORMAT

Modular Tabloid

AD SIZES

Full Page \$4,500 9.94" x 9.75"
1/2 Page \$2,400 (H) 9.94" x 4.80" (V) 4.90" x 9.75"
1/4 Page \$1,300 (M) 4.90" x 4.80"
1/8 Page \$700 (V) 2.38" x 4.80"

Color available \$39 PCI

BONUS

Section will appear online for 60 days at mySA.com.

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

For advertising information contact your sales representative or call (210) 250-2309.



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