

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.

San Antonio Daily Express-News readers perform these eco-friendly activities:

- 33% recycle electronics (batteries, cell phones, computers, etc)
- 32% plan to buy a hybrid vehicle
- 30% buy locally grown food
- 27% use cloth or other reusable grocery bags
- 26% recycle glass, plastic or paper
- 26% use energy efficient light bulbs
- 23% pay more for eco-friendly products and services
- 23% use less water at home

Source:

DEADLINES

Publication Date:	Friday, April 22
Space/Copy Deadline:	Wednesday, April 13
EDI Release:	Tuesday, April 19

FORMAT

Modular Tabloid

AD SIZES	RATES	DIMENSIONS
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 4.75"
1/8 Page	\$700	(V) 2.38" x 4.80"

Color available at \$39 PCI additional



BONUS

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