

Local Banking Net Advertising Rates

EFFECTIVE January 1, 2010

LOCAL BANKING—DOLLAR VOLUME RATES

Net Full Run Rates

	DAILY	FRIDAY/ SATURDAY	SUNDAY/ HOLIDAY	DAILY PICK UP	FRI/SAT PICK UP
OPEN	\$145.73	\$170.07	\$227.13	\$116.58	\$136.05
\$10,000	\$124.92	\$145.78	\$194.68	\$99.94	\$116.62
\$20,000	\$122.34	\$142.77	\$190.67	\$97.87	\$114.22
\$50,000	\$118.67	\$138.48	\$184.93	\$94.92	\$110.78
\$90,000	\$115.06	\$134.27	\$179.32	\$92.05	\$107.41
\$135,000	\$112.19	\$130.92	\$174.83	\$89.75	\$104.73
\$170,000	\$108.82	\$126.99	\$169.59	\$87.05	\$101.59
\$210,000	\$107.41	\$125.35	\$167.39	\$85.93	\$100.28
\$250,000	\$106.52	\$124.30	\$166.00	\$85.22	\$99.44
\$290,000	\$105.36	\$122.96	\$164.21	\$84.30	\$98.36
\$400,000	\$103.14	\$120.36	\$160.73	\$82.51	\$96.29
\$475,000	\$94.93	\$109.84	\$143.44	\$75.94	\$87.87

FULL RUN ADVERTISING COLOR RATES

ROP	DAILY	FRI/SAT	SUN/HOLIDAY
1 color & black	\$1,458	\$1,621	\$1,818
3 colors & black	\$2,322	\$2,564	\$2,828

For Double Truck, add 20%

PICK UP RATES

Pick Up rates apply to the same full-run ad repeated within seven days including initial insertion. Highest rate prevails. No Sunday Pick Up. No copy changes. No other discounts apply.

NATIONAL ADVERTISING

Liz English	Vice President of Display Advertising	210-250-2601	lenglish@express-news.net
Robert Blake	National Account Executive	210-250-2563	rmblake@express-news.net
Virginia Fierros	Sales Assistant II	210-250-2574	vfierros@express-news.net

OTHER INFORMATION AVAILABLE AT www.express-news.com

Deadlines • Production Specs • Delivery Address • Contact • Credit & Payment • Circulation • Readership

VIRGINIA FIERROS
P.O. BOX 2171, SAN ANTONIO, TEXAS 78297-2171
(210) 250-2574 • (800) 555-1551 • FAX (210) 250-2571

San Antonio Express-News | mySA.com