

Pet Project - Furry Best Friends

It's not just cat and dog pets that hold our hearts. Perhaps a snake has slithered its way into your heart, or is a hamster more to your liking?

Reach a broad audience of animal lovers by advertising in the San Antonio Express-News' Pet Project. With great articles on pet love and care, the Express-News Pet Project will attract pet owners and animal admirers throughout San Antonio.

PET OWNERS IN SAN ANTONIO

- 64% of San Antonio households have pets (that's 468,000+ households!)

Source: Scarborough Research, 2010 R1; MSA

In 2010, consumers in the San Antonio MSA spent:

- over \$22 million purchasing a pet for their home (dog, cat, hamster, tropical fish, gerbil, etc.), as well as the toys and supplies (dog house, bird cage, etc.) that go along with the pet.
- more than \$193 million on pet food expenditures.
- almost \$5 million on pet services, such as grooming, kennels and licenses.
- over \$136 million on veterinarian expenses for their pets.

Source: Nielsen Claritas, 2010, MSA

RATES

Full Page 9.94" x 9.75"\$3,975
Half Page (H) 9.94" x 4.75"\$2,150
Half Page (V) 4.90" x 9.75"\$2,150
Quarter Page 4.90" x 4.75"\$1,142
Eighth Page 4.90" x 2.375"\$ 617
Rates include color

DEADLINES

Publication Date:	Wednesday, July 13
Space/Copy Deadline:	Wednesday, June 27
EDI Deadline:	Tuesday, July 5

ONLINE

Target users specifically interested in pets with Yahoo! Behavioral Targeting

Banner Size: 120 X 600

PACKAGES:

17,875 impressions \$250
35,725 impressions \$500
53,575 impressions \$750

BONUS

Your ad will appear online
for seven days on mySA.com

FORMAT

Modular tabloid. Full run, 35# Hi-Brite publication



To reserve your space, 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

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HEARST *media services*

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