

Your Guide to Texas Hunting and Fishing

# RACKS & REELS

[www.RacksAndReelsSA.com](http://www.RacksAndReelsSA.com)

Racks & Reels is your guide to Texas hunting and fishing with everything you need to make your season a success.

Each free quarterly magazine from the San Antonio Express-News will include compelling stories, inspiring photo galleries, tips and techniques for bringing in the big ones, information about gear and equipment, checklist and calendars, as well as recipes and a feature for women who enjoy hunting and fishing.

With a quarterly circulation of 80,000, Racks & Reels is available to 65,000 select Express-News Monday subscribers who live in San Antonio and have the highest fishing and hunting spending patterns. The magazine will also be available within single copy editions in: Hays, Kendall, Comal, Blanco, Gillespie, Guadalupe, Wilson, Gonzales, Caldwell, Atascosa, Karnes, Frio, and Medina counties. In addition, 15,000 copies in over 100 locations will be delivered to high traffic sports related retail outlets.

RacksAndReelsSA.com, also promoted on mySA.com, offers a complete interactive online experience, with blogs, interactive games, and trophy and game photos submitted by readers.

Reach hunters and fisherman in the San Antonio MSA who are more likely to be: Men, age 25-64, college graduates with higher income levels; and women aged under 45, educated, and who are homeowners. Over 83,000 women in the San Antonio metro area went hunting and/or fishing in the prior year.\*

Source: Scarborough Research, 2010



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

## HEARST *media services*

San Antonio Express-News | mySA.com | Yahoo!



YOUR APPLICATIONS TO DRIVE TRAFFIC.

# RACKS & REELS

www.RacksAndReelsSA.com

## Rate Packages

### TEXAS TROPHY

MORE THAN 8 MILLION IMPRESSIONS PER QUARTER!

- SEO Optimal Search Package
- mySA/Sports, 30,000 impressions, size 300x250
- Yahoo!BT Sports/Hunting, 168,000 impressions, size 300x250
- Racks & Reels, 4 insertions

Ad Size	Total Package Cost	Quarterly Average
Full Page	\$15,200	\$3,800
Half Page	\$13,425	\$3,356
Quarter Page	\$12,225	\$3,056
Eighth Page	\$11,500	\$2,875

### ANGLER'S ADVANTAGE

MORE THAN 8 MILLION IMPRESSIONS PER QUARTER!

- SEO Enhanced Search Package
- Yahoo!BT Sports/Hunting, 82,800 impressions, size 300x250
- mySA Sports, 176,400 impressions, size 300x250
- Racks & Reels 4 insertions

Ad Size	Total Package Cost	Quarterly Average
Full Page	\$12,100	\$3,025
Half Page	\$9,800	\$2,450
Quarter Page	\$8,250	\$2,063
Eighth Page	\$7,200	\$1,800

### SHARP SHOOTER

MORE THAN 600,000 TOTAL IMPRESSIONS!

- mySA.com Flyerboard on the Outdoor Channel, 3 months
- Yahoo!BT Sports/Hunting, 41,400 impressions, size 300x250
- Racks & Reels ,3 insertions

Ad Size	Total Package Cost	Avg. Per 3 Insertions
Full Page	\$6,400	\$2,133
Half Page	\$4,450	\$1,483
Quarter Page	\$3,100	\$1,033
Eighth Page	\$2,200	\$733

### CAMO SPECIAL

MORE THAN 400,000 TOTAL IMPRESSIONS!

- mySA.com Flyerboard on the Outdoor Channel, one week
- Yahoo!BT Sports/Hunting, 28,000 impressions, size 300x250
- Racks & Reels, 2 insertions

Ad Size	Total Package Cost	Avg. Per 2 Insertions
Full Page	\$4,550	\$2,275
Half Page	\$3,100	\$1,550
Quarter Page	\$2,050	\$1,083
Eighth Page	\$1,350	\$675

### DEER HUNTER

RATES ARE PER INSERTION  
INCLUDES 2 WEEKS ON FLYERBOARD

Full Page	\$2,475	Quarter Page	\$1,000
Half Page	\$1,575	Eighth Page	\$600

#### Search Engine Optimization

Increases your rankings in organic results pages on the major search engines.

Includes a directory listing in Sunday's Express-News

#### mySA.com/Outdoor Channel Sponsorships

Brings branding and awareness to your website with your logo fixed on either the Game Score Board or Photo Gallery

#### Yahoo! Behavioral Targeting

Reaches a local, targeted hunting audience anywhere they are on the Yahoo! Network.

#### Sizes:

Ad Size	Ad Dimensions
Full Page	7.75" x 10"
Half Page (H)	7.75" x 4.875
Half Page (V)	3.75" x 10"
Quarter Page	3.75" x 4.875"
Eighth Page	3.75" x 2.312"

#### Deadlines:

Publication Dates	Space Deadlines	Ad Copy In	EDI Releases
Mon., March 19	Mon., Feb. 13	Mon., Feb. 27	Mon., March 5
Mon., June. 18	Mon., May 14	Mon., May 28	Mon., June 4
Mon., Sept. 17	Mon., Aug. 13	Mon., Aug. 27	Fri., Aug. 31
Mon., Dec. 17	Mon., Nov. 12	Mon., Nov. 26	Mon., Dec. 3