

Stone Oak

Make the most of your advertising when you make an appearance in the **Stone Oak** publication from the San Antonio Express-News. This high-quality guide featuring reputable shops, restaurants and businesses will be distributed to the posh **Stone Oak** area and surrounding neighborhoods. Connect with this highly desirable clientele and find success today.

- 40% have a Bachelor's degree or higher
- Median household income is \$84,083
- 81% of households own their own home
- 48% of owned homes have a market value of \$200,000+
- The number of households in the greater Stone Oak area is expected to grow 18% by 2014

Source: Nielsen Claritas, 2009

This publication is delivered in-paper to the following home delivery and single copy recipients in zip codes 78015, 78231, 78232, 78247, 78248, 78257, 78258, 78259, 78260 and 78261

- Total distribution is approximately 34,000.

DISTRIBUTION DATES

Sunday, June 27
 Sunday, September 5
 Sunday, November 14
 Sunday, December 5

SPACE DEADLINES

Monday, June 7
 Monday, August 16
 Monday, October 25
 Monday, November 15

EDI DEADLINES

Thursday, June 10
 Thursday, August 19
 Thursday, October 28
 Thursday, November 18

FORMAT

Full color mini-tabloid

PREMIUM AD POSITIONS

- Back Page ad includes half page advertorial within the publication \$1,500
- Inside Front Cover - 1/2 Page (H) ad position anchoring directory \$700

FREESTANDING ADS

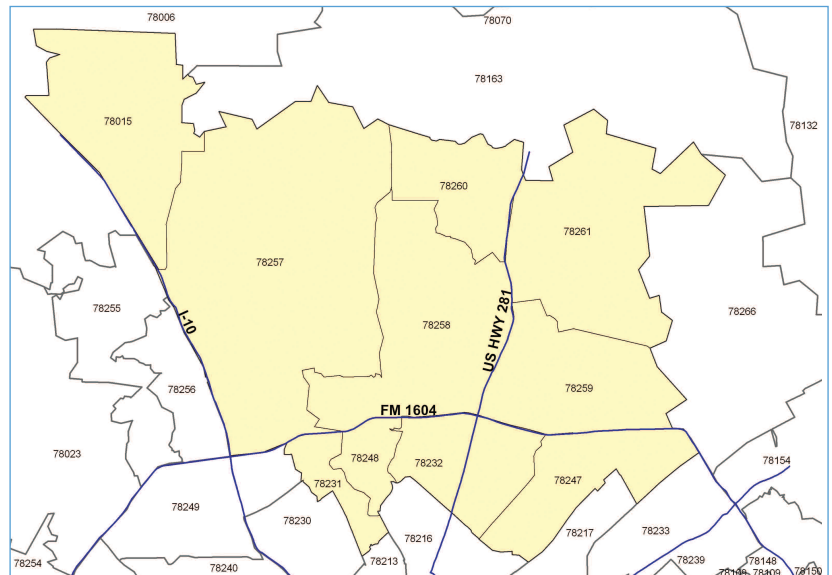
- Full Page \$1,000
- Half Page \$600
- Quarter Page \$325
- Eighth Page \$175

AD SIZES:

Full page 7.5" x 8.5"
 1/2 Page (H) 7.5" x 4.156"
 1/2 Page (V) 3.656" x 8.5"
 1/4 Page (M) 3.656" x 4.156"
 1/8 Page (V) 1.734" x 4.156"

BONUS:

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



For advertising information contact your sales representative or call (210) 250-2514.



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