

The Texas Truck & SUV Guide is Coming!

Texans love their trucks and SUVs. That's why the San Antonio Express-News is saluting the official vehicle of the Lone Star State with the popular **Texas Truck & SUV Guide**. Make sure your dealership is seen by this active buying market with an ad in this bi-annual broadsheet publication.

When you reserve a half page ad or larger, you will receive a half page of advertorial space for free! Promote a giving campaign, new hires/promotions or just tell San Antonio why your dealership is the best. You'll have the opportunity to double your exposure with this great offer and drive sales.

San Antonio households planning to buy a new SUV or pickup in the next 12 months

- SUV — 24,600 households
- Pickup truck — 20,000 households

One issue of the daily Express-News and a month of exposure on mySA.com can reach 51% of households planning to buy a pickup or SUV.

To reach the same size audience of new truck and SUV shoppers, you would need to run a total of 24 ads on TV during prime time across the five network affiliates or run 1,250 radio ads during morning drive time across the ten top-rated local stations.

Source: Scarborough Research, 2009-2 (Feb.-Jul. 2009); San Antonio MSA Households

An estimated \$693 million was spent on the purchase of new trucks and vans in 2009.

Source: Nielsen Claritas, 2009; San Antonio MSA

SPRING ISSUE

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FALL ISSUE

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This section will appear online for 30 days on mySA.com.



For advertising information contact your sales representative or call (210) 250-2334.

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