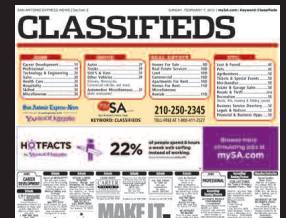


# Transportation Advertising Ratebook

RATE CARD NO. 78 - EFFECTIVE May 2010



Each week you can reach over 1 million adults with our print and online products.

*For everything you need  
We're Here For You.*

**HEARST** *media services*

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

## PERSONNEL

### President and Publisher

Thomas A. Stephenson

### Senior Vice President of Sales and Marketing

Lilia Castillo Jones

### Vice President of Classified Advertising

Charlotte Aaron (210) 250-2351 aaronc@express-news.net

### Integrated Online Sales Manager

Michele Alvarez (210) 250-2354 malvarez@express-news.net

### New Product Development Manager

Scott Butler (210) 250-2353 sbutler@express-news.net

## TERMS OF PAYMENT/ COMMISSIONS

All accounts with established credit are due and payable in U.S. funds at the Publisher's office in San Antonio, Bexar County, Texas, on or before the 25th of the month after the date of publication. Late charges at the rate of 10% per annum may be imposed on any balance over 30 days past due, to the extent allowed by law. If the account is collected through the efforts of a third party, advertiser agrees to pay the Publisher all collection and case expenses, including reasonable attorney's fees. A \$30.00 processing fee will be charged on all returned checks. All retail advertising rates are net and noncommissionable.

## POLICIES

1. The Publisher may change the rate card terms and conditions or increase any and all advertising rates on 30 days advance notice to any Advertiser, and in that event, the Advertiser may terminate the contract within the 30 day period. If Advertiser orders advertising to be published after the 30 day period, Advertiser agrees it is in accordance with the new rate card rate. The space contracted is to be used in the daily Express-News, the Sunday Express-News, the Saturday Express-News and the San Antonio regional sections.

2. Publisher reserves the right not to accept any Advertiser's order. Only publication of an advertisement shall constitute final acceptance of an Advertiser's order. Without limiting the foregoing, Publisher reserves the right to arbitrarily reject, classify or revise any copy which it considers, in its sole discretion, not in the public interest, not in good taste, not in keeping with the Publisher's standards or not desirable to the Publisher at the time requested by the Advertiser.

3. The Publisher reserves the right to alter any ad graphic or illustration or part of any graphic or illustration, or white letter or solid black background which, because of its size and unusual

blackness of face or appearance, is regarded as a disfigurement of the paper by the Publisher.

4. The Publisher is not responsible for typographical or other errors in advertisements. Proofs will be furnished for the purpose of correcting errors, not for additions or changes to the copy first submitted. Notice of corrections or changes must be requested at a reasonable time before deadlines. Advertising material submitted to or produced by the Publisher is valid for one run. For subsequent runs, the Advertiser waives any changes and corrections not given to the Publisher before the deadline to make changes and corrections.

5. If a scheduled ad does not appear in the newspaper, the Publisher shall be relieved of all obligation to publish and of all liability for failure to publish such advertisement. All approved copy shall be published in the issue requested by the Advertiser. The liability of the Publisher for failure to publish an advertisement in the issue requested shall be limited to publishing the advertisement in a subsequent issue. Failure in good faith by the Publisher to insert or publish shall not constitute a breach of this contract.

6. The Advertiser shall defend, hold harmless, and indemnify the Publisher against any claim or cause of action against the Publisher by reason of either failure to publish or of the actual publication of any advertisement at the Advertiser's direction. Without limiting the foregoing, the Advertiser agrees to defend, hold harmless, and indemnify the Publisher against any and all liability, loss or expense arising from any claim for unfair competition; deceptive trade practices; infringement of trade marks, service marks, trade names or patent; violations of rights of privacy; and infringement of copyrights and proprietary rights resulting from the publication of any advertisement at the Advertiser's direction.

7. Advertising set to resemble news matter must carry the words "PAID ADVERTISEMENT" at the top of the advertisement. It must be completely bordered. The Publisher's headline or body type cannot be used.

8. Should conflicts arise between the terms and conditions of the Publisher's form of contract and any other contract or writing executed between the Advertiser and the Publisher, no matter when in time the conflicting contract or writing is dated, such conflicts shall be resolved strictly according to the terms and conditions of the Publisher's form of contract. The Publisher's form of contract and the Publisher's rate card in effect at publication date shall prevail over any conflicting writing.

9. Advertiser holds joint and severable liability to the Publisher with each and every advertising agency or agent who orders advertising in the name of or on behalf of the Advertiser.

10. The terms and conditions of the written contract and the rate card shall bind the heirs, successors and assigns of the Advertiser and other Publisher.



- mySanAntonio.com reaches 41% of the San Antonio market with a 609,900 audience.
- 1.9 million unique users per month and 24 million page views monthly.

Sources: The Media Audit (Oct. - Nov., 2009) and Omniture (Jan. - Apr., 2010)

San Antonio Express-News | mySA.com

P.O. Box 2171 • San Antonio, Texas 78297-2171  
(210) 250-2345 • (800) 555-1551 • FAX (210) 250-2360 • www.express-news.com

# TRANSPORTATION DOLLAR VALUE CONTRACTS

## 6 COLUMN - LINER AND DISPLAY RATES

|          | THURS-SAT | SUNDAY  |
|----------|-----------|---------|
| OPEN     | \$10.25   | \$10.75 |
| \$2,500  | \$10.05   | \$10.53 |
| \$3,000  | \$9.85    | \$10.32 |
| \$3,500  | \$9.65    | \$10.12 |
| \$4,000  | \$9.45    | \$9.92  |
| \$4,500  | \$9.27    | \$9.72  |
| \$5,000  | \$9.08    | \$9.52  |
| \$5,500  | \$8.90    | \$9.32  |
| \$6,000  | \$8.72    | \$9.13  |
| \$6,500  | \$8.55    | \$8.95  |
| \$7,000  | \$8.38    | \$8.77  |
| \$7,500  | \$8.22    | \$8.58  |
| \$8,000  | \$8.05    | \$8.42  |
| \$8,500  | \$7.88    | \$8.25  |
| \$9,000  | \$7.73    | \$8.08  |
| \$9,500  | \$7.58    | \$7.92  |
| \$10,000 | \$7.43    | \$7.77  |
| \$20,000 | \$7.28    | \$7.62  |
| \$30,000 | \$7.13    | \$7.47  |
| \$40,000 | \$6.98    | \$7.32  |
| \$50,000 | \$6.83    | \$7.17  |

Advertiser may cancel ad prior to original expiration date.  
Ad will be billed for number of days published at earned rate.

## DISPLAY DISCOUNT

Pick-up rate discount of 20% applies to same full run display advertisements repeated within 7 consecutive days including initial insertion. Minimal copy changes. No other discounts apply. No discounts on Sunday rate. Applies to contract rates only.

**Automotive Locator Map RATE per listing** \$67.39

## COLOR RATES

Minimum size for color, 15 inches. Priced per square inch or by dollar volume contract. Please contact your representative for details regarding rates.

### The San Antonio Express-News DMA readership penetration is 50% each week.

- The Express-News reaches 864,500 readers each week (5 daily/1 Sunday reach) and 959,300 Sunday readers each month (56% of adults).
- The Express-News and mySanAntonio.com together reach 56% of adults each week (963,900).
- 84% of readers say that the Express-News has advertising that is useful for them.

Sources: Scarborough Research, 2010 (readership, Feb. 2009 - Jan., 2010) and Belden Research Associates, 2007 (consumer ratings)

## TOTAL MARKET COVERAGE

The San Antonio Express-News TMC product is a powerful advertising vehicle that can aid in saturating the market with your advertising insert.

- Mid-week delivery through the mail
- Preprints inserted into advertising jacket sent to address-specific non-subscribers
- Distribution by zone or zip code
- CPM is based on weight of insert and quantity

## mySanAntonio.com

- mySanAntonio.com reaches 41% of the San Antonio market with a 609,900 adult audience.
  - 1.9 million unique users per month and 24 million page views monthly.
- Sources: The Media Audit, (Oct. - Nov., 2009) and Omniture, (Jan. - Apr., 2010)

### Advertising Opportunities:

**Banner Ads**—Targeted to Homepage, individual sections or Run of Site

**Sponsorships**—Polls, slide shows, sections, photos and videos, Event PIX

**Video**— Commercial spots online

**Contests**—In-house or advertiser sponsored

**Roll-Over Ads**—Targeted to individual sections

**Yellow Pages**—Standard or enhanced listings of all local businesses

**Targeted Emails**—By zip code, age, or gender

**Classifieds Products**—Drive online, Real Estate online, Jobs online

**Specialty Ad Units**—Peel backs, floating ads, sliding billboards, etc.

And more ...

Call your Hearst Media Services

Representative for more details

or Michele Alvarez at (210) 250-2354.



## MECHANICAL REQUIREMENTS

### ROP AND CLASSIFIED

#### 6 COLUMN STANDARD AND TABLOID WIDTH SIZES

|           |       |
|-----------|-------|
| 1 column  | 1.54" |
| 2 columns | 3.22" |
| 3 columns | 4.90" |
| 4 columns | 6.58" |
| 5 columns | 8.26" |
| 6 columns | 9.94" |

|                     |       |
|---------------------|-------|
| Standard Page Depth | 21"   |
| Tabloid Page Depth  | 9.75" |

### DOUBLE TRUCK WIDTH REQUIREMENTS

Standard Size 21" (13 columns)

Tabloid Size 21" (11 columns)

Gutter included in above double truck requirements.

## ROP DEPTH REQUIREMENTS

Advertisements in standard-size format over 18 inches deep will be charged full-column depth of 21 inches. Advertisements in tabloid format over 9 inches deep will be charged full-column depth of 9.75 inches.

### Art & copy requirements:

- Type with thin or delicate serifs/strokes and non-uniform characters or line thickness are not recommended.
- For clarity and readability, 8 point or larger type is recommended in newspaper advertising design when printed as one solid color on white. 12 point or larger is recommended for type reversing out of 2 or more colors.
- Minimum line width: positive print - .5 rule reverse positive print - 1 point rule.

### Process Color camera-ready ads:

• Ink Laydown Sequence: C-M-Y-K

C = Cyan M = Magenta Y = Yellow K = Black

## SPECIAL SERVICES

### Electronic Ad Delivery (EDI)

Creative Services' EDI department accepts electronically delivered advertising for the Newspaper. This department will preflight all ads for size, file format and color formats to the best of their abilities with professional, accurate results.

This department is not responsible for errors created by the originator, however every effort will be made to identify errors and correct them or notify the Advertising Account Manager if a file needs to be corrected by the client and resubmitted.

The Express-News will not reimburse or credit a client for published mistakes that were delivered electronically if the Express-News made reasonable efforts to pre-flight, correct or notify the originator of the problems with the ad files.

## CAMERA READY ADS ACCEPTABLE FILE FORMATS

Adobe Acrobat PDF.

### DELIVERY METHODS

• Upload PDF files directly to our AD DROP SITE at <https://expressnews.affinitydigital.net/addrop/>  
 3rd Party Transmissions: • AdSend • AdTransit • Fast Channel

## AD DEADLINES

**Cancellations are not accepted after deadline.** Special section and holiday deadlines vary and will be supplied upon request. The deadlines below are **PRODUCTION** deadlines. Creative work on advertising must be completed prior to these deadlines. Creative work includes ads requiring ad design, photography, original art, spec or comp layouts for advertiser approval.

| DAY              | SECTION  | SPACE RESERVATION                   | COPY IN                         | EDI/CAMERA READY ADS             |
|------------------|--|-------------------------------------|---------------------------------|----------------------------------|
| <b>Sunday</b>    | Main News, Metro, Sports                       | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday 6 p.m.                  |
|                  | Business, S.A.Life, Travel                     | Tuesday 5:30 p.m.                   | Tuesday 6 p.m.                  | Wednesday 6 p.m.                 |
|                  | Glance   | Friday 5:30 p.m.                    | Monday 6 p.m.                   | Tuesday 6 p.m.                   |
|                  | Comics   | Friday 5:30 p.m. • 12 days prior    | Tuesday 6 p.m. • 12 days prior  | Thursday 6 p.m. • 10 days prior  |
|                  | San Antonio Star/Dutch Door                    | Monday Noon                         | Monday 6 p.m.                   | Tuesday 6 p.m.                   |
|                  | TV Now/Dutch Door                              | Wednesday 5:30 p.m. • 11 days prior | Thursday 6 p.m. • 10 days prior | Friday 6 p.m. • 9 days prior     |
|                  | Classified, Jobs, Real Estate, Drive           | Wednesday 5 p.m.                    | Wednesday 6 p.m.                | Thursday 6 p.m.                  |
| <b>Monday</b>    | Main News ROP                                  | Thursday 5:30 p.m.                  | Thursday 6 p.m.                 | Friday Noon                      |
|                  | DCR  | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday 6 p.m.                  |
| <b>Tuesday</b>   | Main News ROP                                  | Friday 5:30 p.m.                    | Friday 6 p.m.                   | Monday Noon                      |
|                  | DCR  | Thursday 5:30 p.m.                  | Thursday 6 p.m.                 | Friday 6 p.m.                    |
| <b>Wednesday</b> | Main News ROP                                  | Friday 5:30 p.m.                    | Friday 6 p.m.                   | Monday 6 p.m.                    |
|                  | Direct Marketplace                             | Tuesday 5:30 p.m. • 15 days prior   | Tuesday 6 p.m. • 15 days prior  | Wednesday 6 p.m. • 14 days prior |
|                  | DCR  | Friday 5:30 p.m.                    | Friday 6 p.m.                   | Monday 6 p.m.                    |
| <b>Thursday</b>  | Main News ROP and Classified                   | Monday 5:30 p.m.                    | Monday 6 p.m.                   | Tuesday 6 p.m.                   |
|                  | Conexión                                       | Friday 5:30 p.m.                    | Friday 5 p.m.                   | Monday 6 p.m.                    |
|                  | Prime Time Weekly ROP and Classified           | Friday 2 p.m.                       | Friday 6 p.m.                   | Monday 6 p.m.                    |
|                  | DCR  | Monday 5:30 p.m.                    | Monday 6 p.m.                   | Tuesday 6 p.m.                   |
| <b>Friday</b>    | Main News, Metro, Sports, Business, Classified | Tuesday 5:30 p.m.                   | Tuesday 6 p.m.                  | Wednesday 6 p.m.                 |
|                  | Weekender, S.A. Life., Drive                   | Tuesday 5:30 p.m.                   | Tuesday 6 p.m.                  | Wednesday Noon                   |
|                  | DCR  | Tuesday 5:30 p.m.                   | Tuesday 6 p.m.                  | Wednesday 6 p.m.                 |
|                  | mySA.com Autos and More                        | Wednesday 5:30 p.m. • 9 days prior  | Wednesday 6 p.m. • 9 days prior | Thursday 6 p.m.                  |
| <b>Saturday</b>  | Main News, Metro, Sports, Business, Church     | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday 6 p.m.                  |
|                  | S.A. Life                                      | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday Noon                    |
|                  | Drive  | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday Noon                    |
|                  | Classified w/Real Estate                       | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday 6 p.m.                  |
|                  | Business Express                               | Wednesday 5:30 p.m.                 | Wednesday 6 p.m.                | Thursday 6 p.m.                  |