

The weekly voice of la cultura

conexión

Premium Position Front Cover Banner

\$500

6 column x 1.5" Banner

For availability, contact your sales representative.

To conserve editorial integrity, we require that front page ads contain no coupons, bursts, or price points. Ads must be approved in advance.



Combo Buy

Maximize your reach to Hispanic audiences with:

sacultura.com
CELEBRATING HISPANIC CULTURE IN SAN ANTONIO

and add

MEXICO EXPRESS®

to reach Mexican Nationals who visit San Antonio to shop, vacation and receive medical care.

For more information contact your account representative or call Mickey Urias at (210) 250-2535.

retail insert rates 2011

Preprinted Inserts

	Open	4x	13x	26x	52x
Single Sheet	\$38.29	\$36.66	\$35.69	\$34.07	\$32.45
4	\$45.78	\$44.03	\$42.68	\$40.74	\$38.80
8	\$53.17	\$50.91	\$49.55	\$47.30	\$45.06
12	\$58.58	\$56.10	\$54.62	\$52.13	\$49.65
16	\$63.92	\$61.20	\$59.58	\$56.88	\$54.16
20	\$68.07	\$65.18	\$63.45	\$60.57	\$57.69
24	\$72.20	\$69.14	\$67.30	\$64.24	\$61.18
28	\$75.58	\$72.37	\$70.45	\$67.25	\$64.05
32	\$78.79	\$75.45	\$73.44	\$70.10	\$66.76
36	\$81.25	\$77.81	\$75.75	\$72.30	\$68.86
40	\$83.65	\$80.11	\$77.98	\$74.43	\$70.89

ROP Deadlines

Weekly Publication Day: Thursday

Space/Copy Deadline: Friday @ 5 p.m.

EDI Deadline: Monday @ 5 p.m.

Final Release: Tuesday @ 5 p.m.

Format: Tabloid

Mechanical Requirements

1 column 1.54"

2 column 3.22"

3 column 4.90"

4 column 6.58"

5 column 8.26"

6 column 9.94"

Page depth 9.75"

Double Truck Size: 21" x 9.975"

ROP Depth Requirement

Any advertisement over 9 inches deep will be charged full column depth of 9.75 inches

100 line screen • Process Colors

Insert Sizes

The folded product to be distributed shall be no less than 8 1/2" x 5 1/2", no more than 10 3/4" x 12 1/2", and at least 70 lb. paper for single sheets.

Reservations

Space must be reserved Friday prior to publication date.

Deadlines

Inserts should be in the warehouse no later than Tuesday prior to publication.

Camera Ready Ads - Acceptable File Formats

Adobe Acrobat PDF

Polybags

Size 4" x 19"

Production deadline is 8 weeks prior to insertion; rates upon request

Rate for preprinted bags: \$65.00 cpm

Delivery Methods

• Upload PDF files directly to our AD DROP SITE at <https://expressnews.affinitydigital.net/addrop/>

3rd Party Transmissions:

• AdSend • AdTransit • Fast Channel

Please ship all preprint materials to:

**San Antonio Express-News
Mailroom Department
Avenue E at Third Street
San Antonio, TX 78205
(210) 250-3565**

Hours: Mon. - Fri. 7 a.m. - 5 p.m.

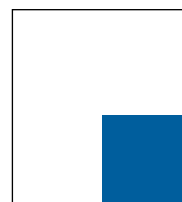
Sat. & Sun. 12 p.m. - 5 p.m.



9.94" (6 col.) x 9.75"
FULL PAGE



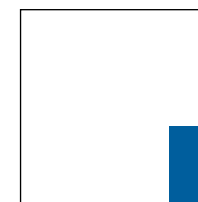
9.94" (6 col.) x 4.75"
HALF PAGE



4.90" (3 col.) x 4.75"
1/4 PAGE



3.22" (2 col.) x 3.75"
1/8 PAGE



1.54" (1 col.) x 3"
DIRECTORY