

# BIG BEND DESTINATIONS

This September, partner with San Antonio Express-News in a new special section and reach travelers who are actively planning their next getaway.

We will be preparing a special section devoted to the Big Bend National Park attractions. Big Bend has become one of the most popular vacation destinations in Texas visited by an average of 400,000 visitors each year. Read about the many exciting activities that Big Bend has to offer, from sightseeing, adventures, and everything in between. We'll cover the best sights, lodging, where to eat, how to find a guide and everything else you need to know about one of the most beautiful places to visit in Texas. It will be filled with exclusive content about what to do when visiting.

**Publication Date: Sunday, September 22, 2019**

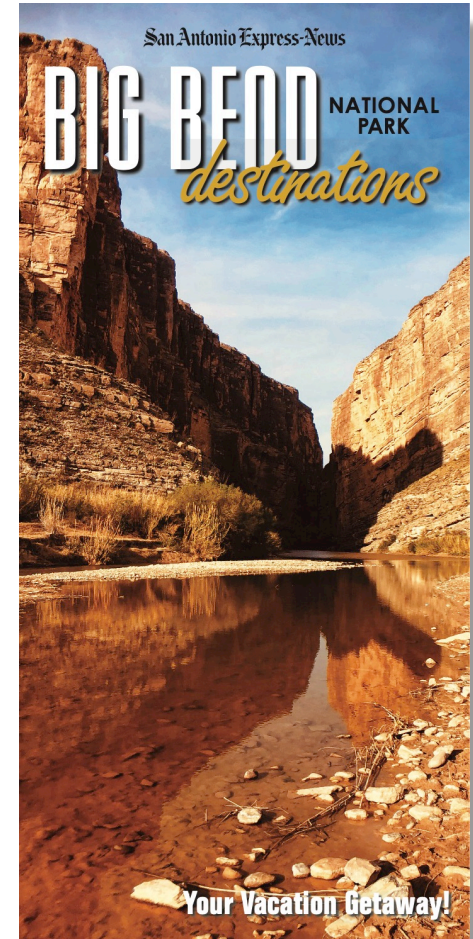
Color Ad Size	Dimensions	Total
Full Page	9.94"x 20.75"	\$4,500
Half Page (V)	4.90"x 20.75"	\$2,400
Half Page (H)	9.94"x 10.25"	\$2,400
Quarter Page (V)	4.90"x 10.25"	\$1,250
Quarter Page (H)	9.94"x 5.10"	\$1,250
Inside Strip	9.94" x 2.00"	\$1,500

## Our Audience

60% of our current readers say they frequently choose active vacations with lots to do.

42% would rather take few weekend vacations than one long Vacation

Source: Scarborough Research, R2 2018



<https://blog.mysanantonio.com/storystudio/2018/11/discover-big-bend-national-park-texas-enchanted-landscape/>

## Big Bend Destinations

Comes complete with a digital email newsletter, which includes select native content featured in the print publication, delivered to targeted permissible emails to a specific targeted audience and DMA.

## Audience Targeted:\*

Distribution: Min. **150,000**

- Audience Interests: Travel & Entertainment
- Age: 25+
- HHI: 50K+
- Geo: San Antonio & South Texas
- \*demographics and geographical locations may change with area Destinations distribution

Color Ad Size	Dimensions	Placement	Available	Total
Featured Story	300x 250	A	1	\$1,000
Article Mention	28 Characters	B	10	\$200
Digital Ad	300x 250	C	3	\$500
Digital Ad	700x 180	D	1	\$300

## DEADLINES:

**First come, First Serve : Limited Availability!**

Publication Date: Sunday, September 22, 2019

Space Deadline: Friday, September 6, 2019

Camera Ready Deadline: Monday, September 16, 2019


Final Ad Release: Tuesday, September 17, 2019

**mySA**  
San Antonio Express-News


# BIG BEND

NATIONAL PARK  
*destinations*

**Featured Article**



Fredericksburg, Texas: Texas Heart. German Soul.  
[Read more](#)



Spring into some hands-on family adventure!  
Fredericksburg THE TEXAS HILL COUNTRY

**Trending on mySA:**

**A.** [Texas Wine Country Weddings in Fredericksburg, Texas](#) [Read more](#)

**B.** [Fredericksburg Lodging Makes Perfect Base For Exploring Texas Wine Country](#) [Read more](#)

**C.** [Nirvana for Indie Movie Lovers](#) [Read more](#)

**Around The Community:**

[Developing Educational Opportunities and Facilities to Support the Texas Wine Industry](#) [Read more](#)

[Generations of Peach Growers in Gillespie County](#) [Read more](#)

[Fredericksburg Food & Wine Fest](#) [Read more](#)

[Narrow Path Winery](#) [Read more](#)

[Southold Farm & Cellar](#) [Read more](#)

[Becker Vineyards - Pioneers of Excellence](#) [Read more](#)

[Heath Sparkling Wines](#) [Read more](#)

**D.** [Sip • Saver • Celebrate](#)

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