INSERTS
SAN ANTONIO EXPRESS-NEWS
INSERTS: PRE-PRINTS
SAN ANTONIO EXPRESS-NEWS
INSERT MATERIAL
1. All supplements must be brick stacked on pallets with interlocking layers in consistent lifts and be properly jogged.
2. Lifts must be at least 4’ and must not be tied or banded.
3. Cardboard sheets, or suitable binder sheets, not waxed or coated must be placed between layers.
4. Folded edges should be turned towards the inside of the load whenever possible.
5. Slip agent (anti-set-off powder) must be used on inserts printed on coated stock.

CARTONS
1. Unstable products that are difficult to contain must be put in telescop ing cartons.
2. Cartons must be strapped, plastic-wrapped or shrink-wrapped to pallets.
3. Cartons must have proper cushioning to prevent shipping damage.
4. All cartons must be the same size, contain the same quantity and be labeled to show the quantity within each carton.
5. The maximum weight per box is 40 lbs.
6. Inserts such as cards and envelopes must be packed in rows, in the carton with dividers between the rows.
7. Cardboard separators must be used on top of each layer if more than one layer is placed in the box.

MULTIPLE RUN DATES
Any material being supplied to run on more than one insertion date must be packaged, palletized, and identified by insertion date.

ADDITIONAL CHARGES
Every effort will be made to assist with packing and shipping difficulties; however, in some instances, charges will be incurred for any additional expense resulting from receiving or handling of inserts that are not packed or shipped as required.

CANCELLATION OF DISTRIBUTION
No cancellations may be made after the space reservation deadline.

DAMAGED SKIDS / MATERIALS
1. Damaged advertising inserts will be digitally photographed. In the event of any damaged proofs, the Advertising Materials Department will notify the following:
   • Transportation and Printing companies
   • The San Antonio Express News and inserting Operations
   • The Advertiser
2. The Advertising Materials Department will advise the advertiser and/or printing company of any known or obvious problems such as shortages or the inability to run material due to damaged skids.
3. The photos will be made available via e-mail.
4. We reserve the right to refuse damaged skids.

DEADLINES FOR INSERTS
Space Reservation Deadlines
Thursday – Saturday Newspaper Inserts:
15 working days prior to in-home delivery date
Example: If the in-home date is Thursday, 5/18/17, the order is due Thursday, 5/4/17.

Sunday Newspaper Insert:
18 working days prior to in-home delivery date
Example: If the in-home date is Sunday, 5/21/17, the order is due Thursday, 5/4/17.

Delivery Deadlines for Inserts
Thursday – Saturday Newspaper Insert:
8 working days prior to in-home delivery date
Example: If the in-home date is Thursday, 5/18/17, delivery deadline is Thursday, 5/11/17.

Sunday Newspaper Insert:
11 working days prior to in-home delivery date
Example: If the in-home date is Sunday, 5/21/17, the delivery deadline is Thursday, 5/11/17.

SHIP ALL THURSDAY-SUNDAY INSERTS TO:
Houston Chronicle
Packaging and Distribution Facility
4799 Southwest Freeway
Houston, TX 77027
Phone: (713) 362-8747
Receiving Hours:
Monday-Friday 6 a.m. - 4 p.m.

Complete details and specifications covering format, shipping and packaging available upon request. Call the Packaging Department at (713) 362-8747.
Reservation and/or cancellation of inserts must be made at least two weeks before scheduled insertion. Inserts canceled after deadline, late-arriving inserts, or inserts improperly folded, skidded or trimmed will be charged an additional handling fee, based on costs incurred by Express-News. Prices do not include production or shipping costs.

For advertising opportunities, call your account executive or (210) 250-2500.
Preprints-Delivery Information

THURSDAY - SUNDAY INSERTS -
Express-News, The Light, JBSA Legacy (Military-Fri.) and Conexión (Wed.)

The San Antonio Express-News can zone inserts into Bexar County.
Please see the Thursday-Sunday for zone distribution.

Reservations - Thursday 4 p.m. CST, 18 days prior to publication date.
Deadlines - Inserts due Thursday 5 p.m. CST, one week prior to Thursday preceding date.
Insert Sizes - The folded product to be distributed no less than 7” x 5” and no more than 10” x 12”,
and at least 70# paper for single sheets.
Minimum Quantity - Sunday Publications: 25,000  Weekday Publications: 15,000

Shipping Address for Thursday - Sunday Inserts:
Houston Chronicle
4799 Southwest Freeway  |  Houston, TX 77027
Phone: (713) 362-8747
Receiving Hours: Monday-Friday 6 a.m. - 4 p.m.

WEDNESDAY INSERTS -
Wednesday Express-News, TMC non-subscribers, Southside Reporter, NE Herald,
Alternate CX and NW Light

Specialized Delivery - Combines newspaper inserts to subscribers on Wednesday and Express-News/RedPlum shared
mail delivery to non-subscribers on Wednesday. Please see the Wednesday map for zip distribution.

Reservations - Wednesday 5 p.m. CST, 22 days prior to Wednesday publication date
Deadlines - Inserts due Friday 4 p.m. CST, 13 days prior to Wednesday publication date
Holiday Weeks inserts due 24-48 hours earlier, See insert deadlines for specific dates

Minimum Quantity: 15,000

NEW Shipping Address for Wednesday Inserts Only, effective January 8, 2017.
Valassis Direct Mail, Inc.
600 N Cockrell Hill Rd, Dallas, TX 75211

Call: (214) 353-6288 or
Email: DalReceiving@Valassis.com
Receiving Hours: 6 a.m.-4 p.m., Monday-Friday
By Appointment after hours on Wed., Thurs. and Fri.

PRINT AND DELIVER
Production, printing, insertion and delivery are available at one cost with one vendor.
Call your Hearst MediaWorks Representative for quotes or call (210) 250-2500.

For preprint information contact: Virginia Fierros at (210) 250-2574.

NOTE - Correction ads for preprints placed in RCP must carry the following disclaimer if less than full run quantity is submitted to the publisher.
“This Advertising Supplement is Not Available in All Editions.”
PRINT & DELIVER
SAN ANTONIO EXPRESS-NEWS
AD FORMATS FOR INSERTS & DIRECT MAIL
We accept:
Adobe Acrobat PDF files (press-ready ads ONLY)
NO change will be made to PDFs by San Antonio Express News

Send proof copy only to:
Your Sales Representative, San Antonio Express News
or
edi@express-news.net

ELECTRONIC AD GUIDELINES

Production requirements PDFs:
• PDFs must be press-ready, use distiller setting PDF/x1a.
• Changes cannot be made to a PDF file by Express-News. Clients must make changes and re-send a new PDF.
• Newspaper ads must be submitted as one ad per PDF.
• Do not include blank pages.
• Save files as a flat PDF (not layered). Down sample all graphics to 300 for images above 300. Compression: should be JPEG with “Maximum” quality.

Production requirements AD SETUP:
• Ads must be built to correct/exact size.
• Page dimensions are defined as final trim size, not image area.
• Bleeds must extend at least 1/8 inch beyond the final trim size.
• Non bleed image area is 1/4 inch inside the final trim size
• Leave no unnecessary images, annotations or text on the pasteboard (outside the boundaries of the final trim size or the PDF).

Production requirements COLOR:
• Photos should be created or sized at or near 100% in the native application, Resolution 300dpi
• All colors must be defined as either spot OR process/CMYK, not both, no RGB.
• CMYK (cyan, magenta, yellow, black) colors must have consistent values in all documents included in the ad (e.g., if an ad is built in InDesign, Photoshop and Illustrator, and a CMYK color is defined as 40C, 10M, 40Y, 0K in the InDesign document, then the same color must be defined as 40C, 10M, 40Y, 0K in all three programs.)
• RGB images must be converted to CMYK.
• Registration Black should not be used for type, borders or rules
• Maximum ink density is 280% for each CMYK color
• Photoshop setting: Standard Web Offset with 20% gain

CONTACT
Advertising Department  210-250-2500
Advertising in one of the San Antonio Express-News Insert Programs gets your message in the mix with major and national businesses such as H-E-B, Target, Walmart and Academy to name a few. Our insert programs offer tremendous readership value. You can target specific geographic areas with the greatest potential to draw business to your establishment and make this your most cost efficient buy.

**WEDNESDAY**

**Total Market Coverage**

The Express-News/Red Plum Insert Program offers total market coverage distribution at the **ZIP code saturation level**, SAEN home delivery (HD), Southside Reporter, NW Light, Northeast Herald, Alternate (CX), and shared mail to non-subscribers.

**Stock 70# Gloss Text, 4/4 non-bleed**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>CPM</th>
<th>CPM</th>
<th>CPM</th>
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<td>25,000</td>
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<td>100,000</td>
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<tr>
<td>150,000</td>
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<td>$76</td>
</tr>
<tr>
<td>200,000</td>
<td>$46</td>
<td>$52</td>
<td>$74</td>
</tr>
</tbody>
</table>

Add .0825% sales tax for inserts distributed by mail.

**THURSDAY - SUNDAY**

The inserts are packaged in the publication of your choice: The San Antonio Express-News, The San Antonio Light (SMC), JBSA Legacy (military) and Conexión.

**Stock 70# Gloss Text, 4/4 non-bleed**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>CPM</th>
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</tr>
</thead>
<tbody>
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<td>150,000</td>
<td>$35</td>
<td>$41</td>
<td>$44</td>
</tr>
<tr>
<td>200,000</td>
<td>$34</td>
<td>$40</td>
<td>$41</td>
</tr>
</tbody>
</table>

**Distribution**

Select specific zones/ZIPs of potential customers. Minimum 15,000 Wednesday - Saturday, 25,000 Sunday. Combining Wednesday with Thursday - Sunday distribution incurs a shipping charge.

**Space/Copy Deadlines**

Monday, 4 p.m. (24 days prior to publication)

**Final Release**

Thursday, 4 p.m. (21 days prior to publication)

For advertising opportunities, call your account executive or (210) 250-2500.
Insert Distribution Related To Wednesday Publication

Publications included in the Wednesday distribution:
San Antonio Express-News, Alternate (CX), Southside Reporter, Northeast Herald and NW Light.
Ask your account executive for distribution numbers.

Minimum Distribution: 15,000
Total Distribution: 791,682

For advertising opportunities, call your account executive or (210) 250-2430.
Red Plum Distribution

- Conexión – 75,477
- Northwest Light – 63,613
- Northeast Herald – 79,927
- Southside Reporter - 111,874
- Mail – 396,199 & Subs 58,706

Revised January 2017
Express-News/RedPlum Wednesday
RedPlum Relating to Express-News Zones

Insert Distribution Related To Express-News Zones
Publications included in the Wednesday distribution:
San Antonio Express-News, Southside Reporter, Northeast Herald,
NW Light and Alternate Delivery (Cnx)
See publication areas on back.
Ask your account executive for distribution numbers.

Order Reservation Deadlines: Wednesday 5 p.m. CST.
22 days prior to Wednesday publication date.

Inserts Deadlines: Friday 4 p.m. CST.
13 days prior to Wednesday publication date.

Holiday Weeks: Inserts due 24-48 hours earlier.

Valassis Direct Mail, Inc.
600 N Cockrell Hill Rd, Dallas, TX 75211
Call: (214) 353-6288 or Email: DalReceiving@Valassis.com
Receiving Hours: 6 a.m.-4 p.m., Monday-Friday
By Appointment after hours on Wed., Thurs. and Fri.

For advertising opportunities, call your account executive or (210) 250-2500.