INSERTS
SAN ANTONIO EXPRESS-NEWS

HEARST TEXAS | San Antonio Express-News mySA.com

Date:

INSERTS: PRE-PRINTS
SAN ANTONIO EXPRESS-NEWS

HEARST TEXAS | San Antonio Express-News mySA.com

Date:

San Antonio Express-News Insert Specification Guide
Thursday-Sunday Guidelines for Advertising Inserts

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 telescoping cartons.
2. Cartons must be strapped, plastic-wrapped or shrink-wrapped to pallets.
3. Cartons must have proper dunnage 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 preprints, 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

Printing & Shipping Instructions - See Express News Specification Guide.

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

Insert Sizes and Spoilage - See Express-News/Red Plum Specification Guide for more details.

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 ROP 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

HEARST TEXAS | San Antonio Express-News mySA.com

Date:

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

PRINT & DELIVER INSERT PROGRAM

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

	8 ½" x 5 ½"	8 ½" x 11"	10" x 12"
Quantity	CPM	CPM	CPM
15,000	$70	$88	$152
25,000	$57	$69	$113
50,000	$51	$61	$94
75,000	$50	$59	$60
100,000	$49	$58	$59
125,000	$48	$55	$57
150,000	$47	$53	$56
200,000	$46	$52	$54

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

	8 ½" x 5 ½"	8 ½" x 11"	10" x 12"
Quantity	CPM	CPM	CPM
15,000	$54	$72	$135
25,000	$43	$56	$99
50,000	$38	$48	$81
75,000	$37.5	$47	$48
100,000	$37	$46	$47
125,000	$36	$43	$45
150,000	$35	$41	$44
200,000	$34	$40	$41

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)

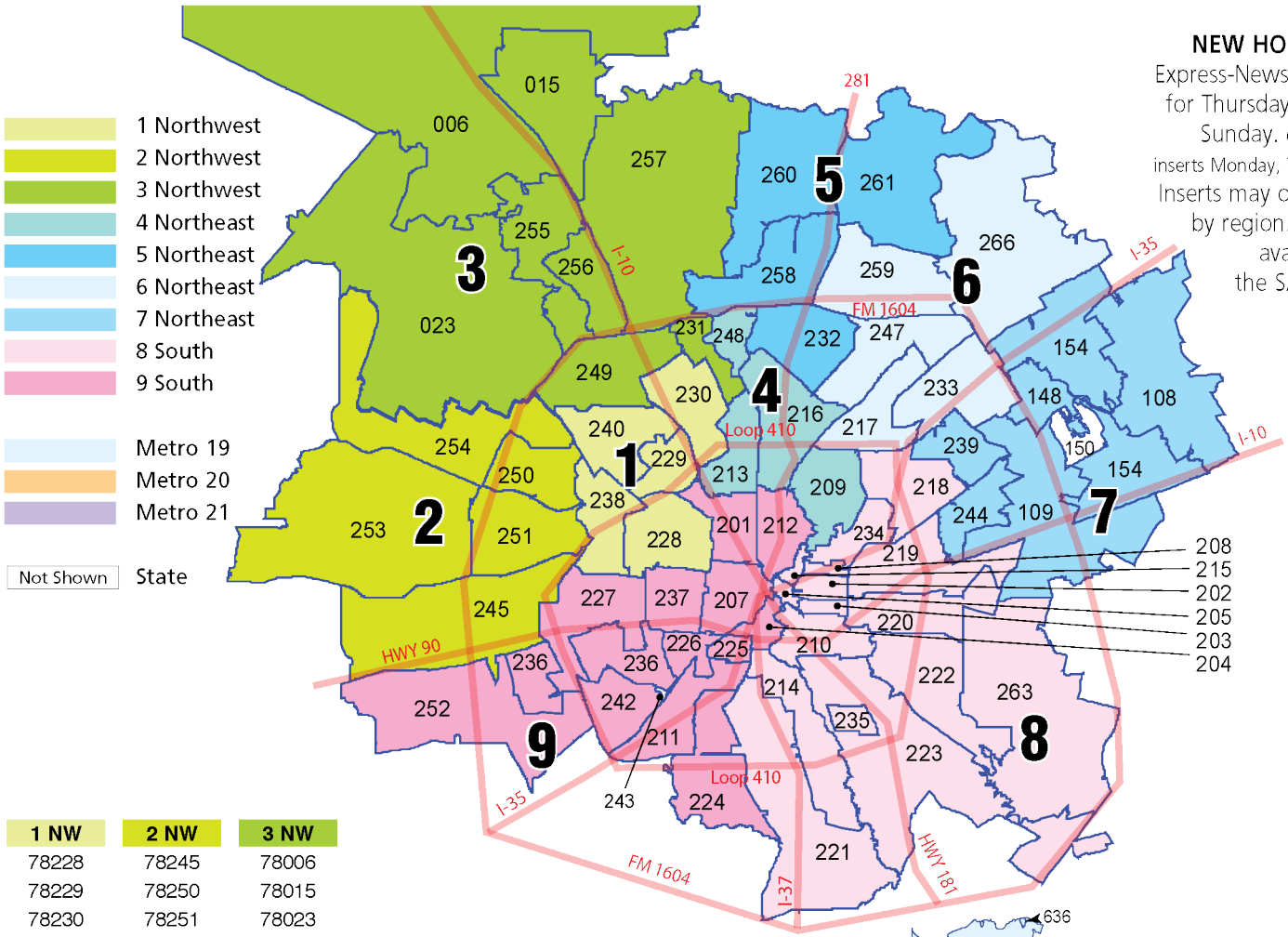
For advertising opportunities, call your account executive or (210) 250-2500.

DISTRIBUTION
SAN ANTONIO EXPRESS-NEWS

HEARST TEXAS | San Antonio Express-News mySA.com

Date:

Express-News Thursday-Sunday Insert Distribution Zones
HOME DELIVERY

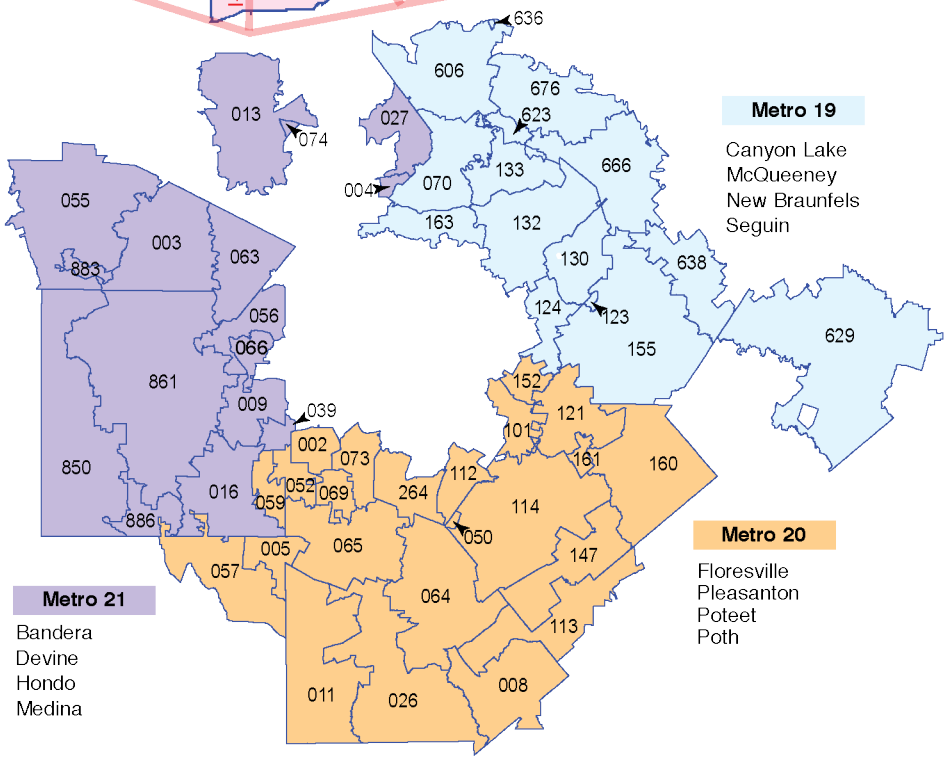


1 NW	2 NW	3 NW
78228	78245	78006
78229	78250	78015
78230	78251	78023
78238	78253	78231
78240	78254	78249
		78255
		78256
		78257

4 NE	5 NE
78209	78232
78213	78258
78216	78260
78248	78261

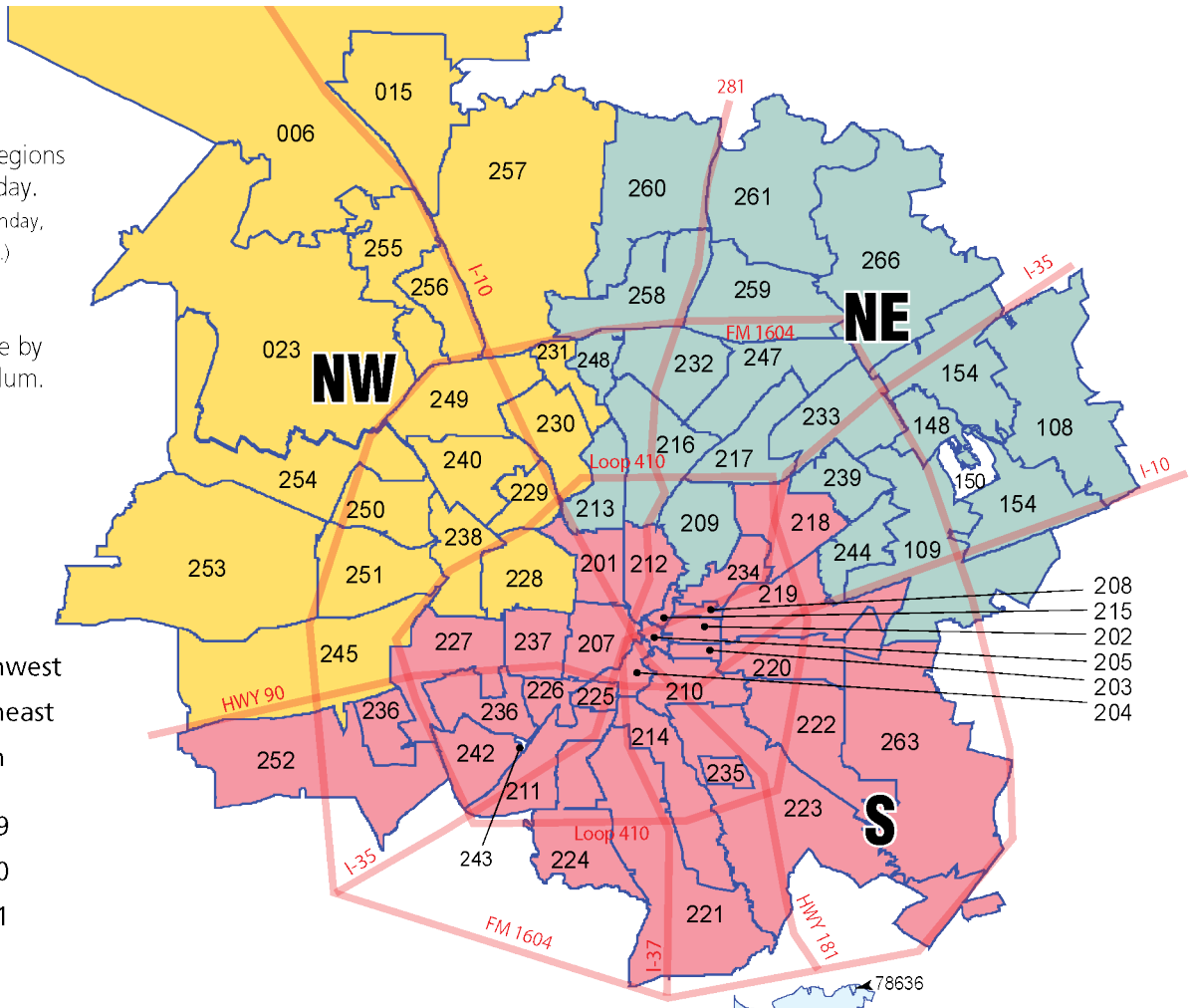
6 NE	7 NE
78217	78108
78233	78109
78247	78148
78259	78154
78266	78239
	78244

8 S	9 S
78202	78201
78203	78204
78205	78207
78208	78211
78210	78212
78214	78224
78215	78225
78218	78226
78219	78227
78220	78236
78221	78237
78222	78242
78223	78252
78234	
78235	
78263	



Express-News Thursday-Sunday Insert Distribution Zones
SINGLE COPY

NEW SINGLE COPY
Express-News Insert Regions for Thursday and Sunday.
(No Single Copy inserts Monday, Tuesday, Friday or Saturday.)
Inserts may only be ordered by region.
Wednesday is available by ZIP in the SAEN/Red Plum.



- SC Northwest
- SC Northeast
- SC South
- Metro 19
- Metro 20
- Metro 21
- Not Shown — State 22

SC Northwest	SC Northeast	SC South	
78006	78108	78201	78225
78015	78109	78202	78226
78023	78148	78203	78227
78228	78154	78204	78234
78229	78209	78205	78235
78230	78213	78207	78236
78231	78216	78208	78237
78238	78217	78210	78242
78240	78232	78211	78252
78245	78233	78212	78263
78249	78239	78214	
78250	78244	78215	
78251	78247	78218	
78253	78248	78219	
78254	78258	78220	
78255	78259	78221	
78256	78260	78222	
78257	78261	78223	
	78266	78224	

Metro 19
Canyon Lake
McQueeney
New Braunfels
Seguin

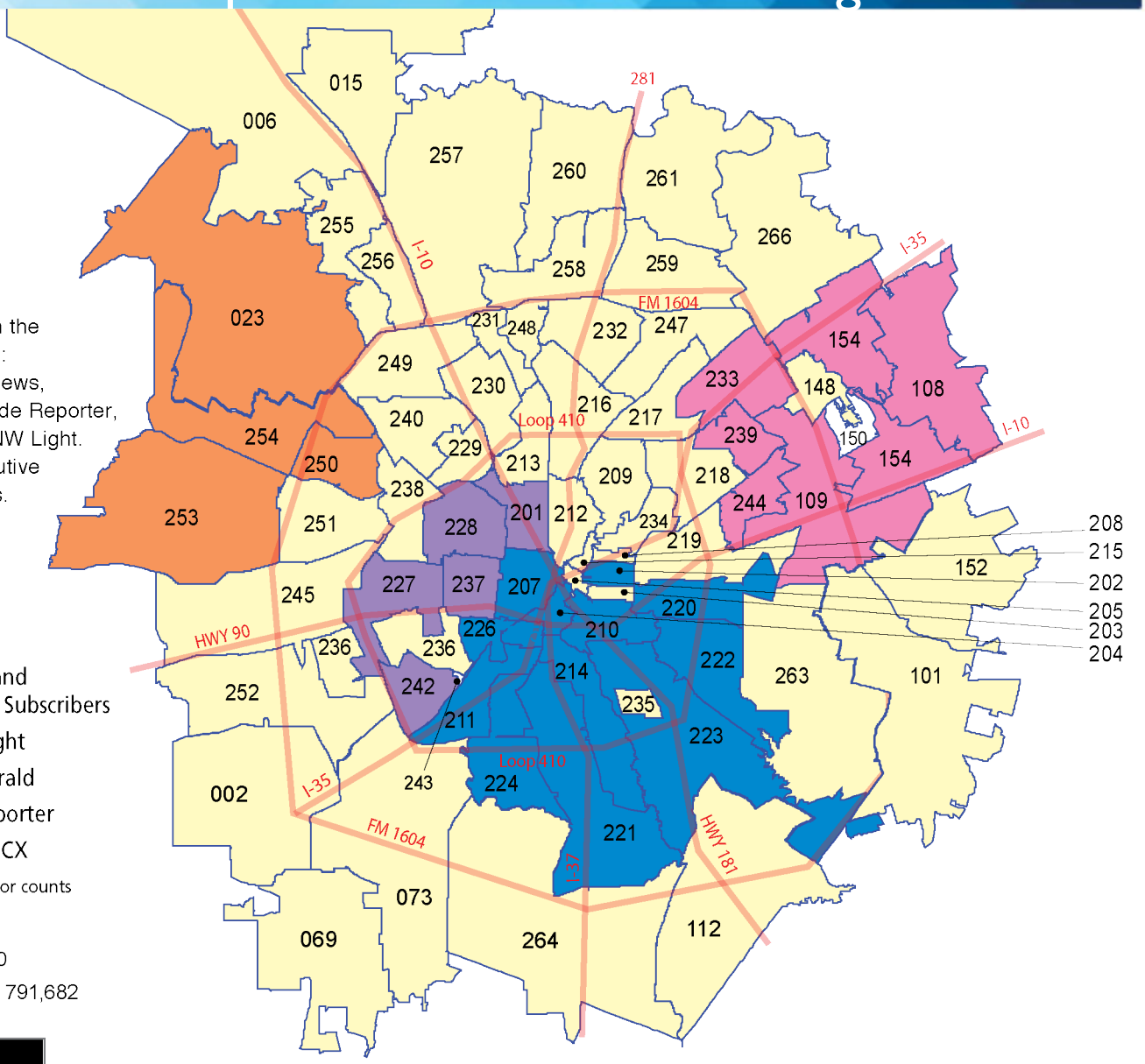
Metro 21
Bandera
Devine
Hondo
Medina

Metro 20
Floresville
Pleasanton
Poteet
Poth

Express-News/RedPlum Wednesday 2018 Preprint Total Market Coverage

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.



- Shared Mail and Express-News Subscribers
- Northwest LIght
- Northeast Herald
- Southside Reporter
- Alt Delivery - CX

See current distribution for counts

Minimum Distribution: 15,000

Total Distribution: 791,682

Rates	
Weight (Oz.)	Shared Mail, Express-News & EN Communities
.30	$28
.35	$29
.40	$32
.45	$35
.50	$39
.55	$42
.60	$46
.65	$49
.70	$53
.75	$56
.80	$60
.85	$63

Shared Mail + EN Subscribers

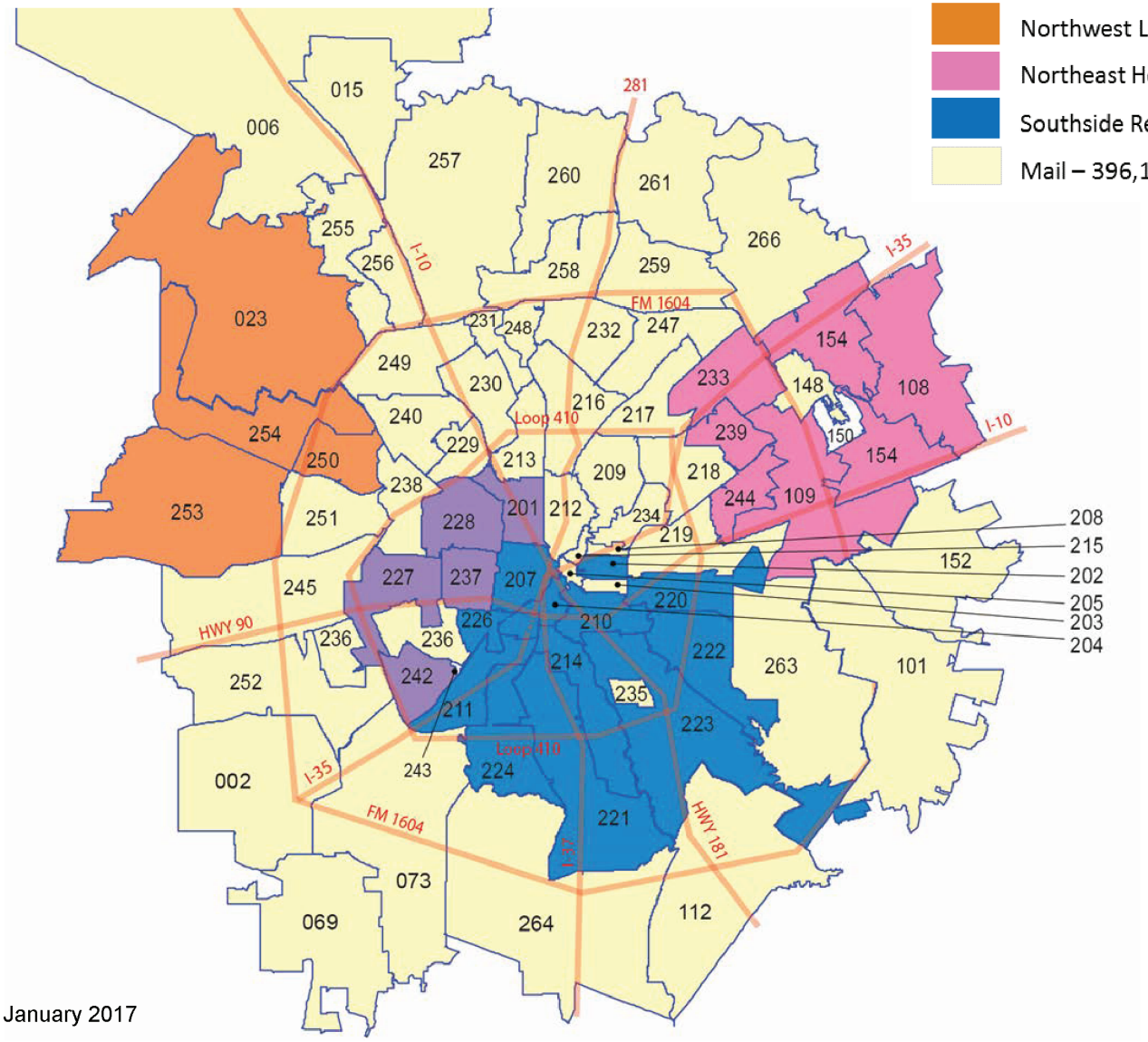
78002, 78006, 78015, 78069, 78073, 78101, 78112, 78148, 78152, 78203, 78205, 78209, 78212, 78213, 78215, 78216, 78217, 78218, 78219, 78229, 78230, 78231, 78232, 78234, 78235, 78236, 78238, 78240, 78245, 78247, 78248, 78249, 78251, 78252, 78255, 78256, 78257, 78258, 78259, 78260, 78261, 78263, 78264, 78266

EN Communities

NW Light	SSR	Alt Delv - CX
78023	78202	78201
78250	78204	78227
78253	78207	78228
78254	78210	78237
	78211	78242
NE Herald	78214	
78108	78220	
78109	78221	
78154	78222	
78233	78223	
78239	78224	
78244	78225	
	78226	

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

Red Plum Distribution



Revised January 2017

Express-News/RedPlum Wednesday
RedPlum Relating to Express-News Zones

- 1 Northwest
- 2 Northwest
- 3 Northwest
- 4 Northeast
- 5 Northeast
- 6 Northeast
- 7 Northeast
- 8 South
- 9 South

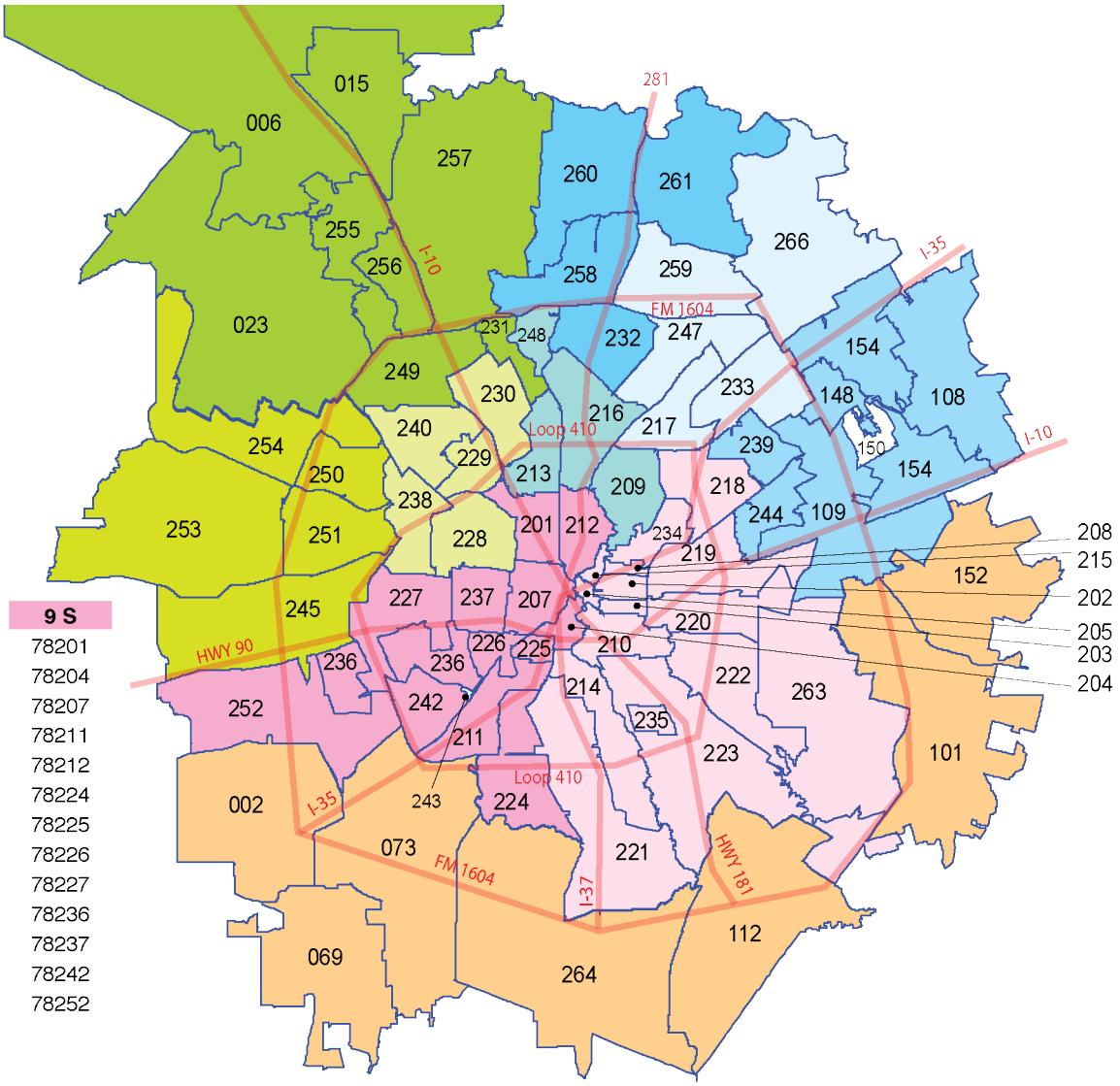
- Metro 20

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 (Conx)

See publication areas on back.

Ask your account executive for distribution numbers.



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78216	78260
78248	78261

6 NE	7 NE
78217	78108
78233	78109
78247	78148
78259	78154
78266	78239
	78244

Metro 20
78002
78069
78073
78101
78112
78152
78264

8 S	9 S
78202	78201
78203	78204
78205	78207
78208	78211
78210	78212
78214	78224
78215	78225
78218	78226
78219	78227
78220	78236
78221	78237
78222	78242
78223	78252
78234	
78235	
78263	

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.

See Specification Guide for more product parameters.

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.