

READERS' CHOICE

This year, the San Antonio Express-News will be asking readers to tell us about all of their favorites in categories such as restaurants, breakfast, margaritas, crafted cocktails and late night dining. The highly anticipated results section will be given in full distribution on Sunday, July 14th and remain in households throughout the year.

Pub Date	Space Reservations	Final Ad Release
Sunday, 7/14	7/1 5PM	7/9 5PM

Color Ad Size	Dimensions	Total
Back Cover	9.94"x 9.75"	\$3,250
Inside Cover Front	9.94"x 9.75"	\$2,450
Inside Cover Back	9.94"x 9.75"	\$2,150
Full Page	9.94"x 9.75"	\$1,900
Half Page (V)	4.90"x 9.75"	\$1,100
Half Page (H)	9.94"x 4.75"	\$1,100
Eighth Page (H)	4.90" x 2.35"	\$400
Quarter Page (V)	4.90"x 4.75"	\$750
Front Strip	9.94" x 1.50"	\$1,500

All ads include full color: TAB format. Product will be printed on 35# Hi-Brite.

Full and Half page ads include an enhanced listing and voting boost (establishment must supply the offer).



Add Ons

Upgrade your package with some additional options

- 1 Add another category listing on the Voting Site for only \$100
- 2 Increase your votes! Add a Voting Boost for only \$500. (Client must supply offer)

Reserve your space, contact your account executive or call (210) 250-2500

READERS' CHOICE

Amazing Opportunities on Voting Site!

Category Sponsorship (3 per category MAX) - \$1,000 (A.)

- 728x 90 high-visibility banner at top of category page
- Enhanced Listing

(Full and Half-Page packages can add a Category Sponsorship for \$500)

Enhanced Listings - \$500.00 (B.)

Features entries more prominently on the ballot. Can include logos, direct link to website and map.

(Included for Full and Half)

We make it easy to market your vote!

Full page – 10 posters

Half Page – 7 posters

Quarter Page – 5 posters

Enhanced Listing only - 2 posters

Category Sponsorship only - 5 posters

A. Go Vote Rudy's Country Store Best BBQ in San Antonio! [VOTE NOW](#)

The Promotion has Ended

Featured Entrants

B. Rudy's "COUNTRY STORE" AND BAR-B-Q®

Rudy's Country Store and BBQ

Sponsored Content

Just north of San Antonio, at the edge of the Texas Hill Country, sits the small community of Leon Springs. Founded in the 1800s by Max Aus, Leon Springs' cityscape changed when Max's son, Rudolph, opened a one-stop gas station, garage, and grocery store.

Bar-B-Q was added to the operation in 1989, and Rudy's "Country Store" and Bar-B-Q has been serving up tasty food ever since. The same original recipes that built Rudy's Leon Springs' reputation are now available throughout the Southwest.

Our pits are 100% wood fired with oak, a slower burning wood than the mesquite used by others. Along with time and oak, we cook with a dry spice that ensures each plate of Rudy's Bar-B-Q is perfectly ready for you. Apply some of our famous "Sauce" and dinner is served.

Located in San Antonio, Leon Springs, and Selma.

- 10623 Westover Hills Blvd, San Antonio, TX ...
- 210-520-5552 [CALL](#)
- rudysbbq.com [VISIT SITE](#)
- facebook.com/rudysbbq [VISIT PAGE](#)
- @rudysbbq [FOLLOW](#)
- [SHARE](#)

Readers' Choice Digital Package Rate

2019 SPECIAL SECTION - MYSA DIGITAL PACKAGE RATE CARD

Sliding Billboard			
	Timeframe	Est. Imp.	Cost
HP (Weekday)	Day	80,000	\$1,250
HP (Weekend)	Sat & Sun	70,000	\$1,200
Business	Week	3,500	\$300
Ent	Week	2,500	\$300
Food	Week	2,500	\$300
News	Week	30,000	\$450
Sports	Week	8,500	\$300

Take-overs (Desktop - 728x90, 300x250 1st position, SBB, 300x250 2nd position, Mobile - 300x250 ATF, 320x50)			
	Timeframe	Est. Imp.	Cost
HP (Weekday)	Day	404,000	\$4,300
HP (Weekend)	Sat & Sun	364,000	\$4,000
News	Day	123,000	\$1,100
Business	Week	15,000	\$400
Ent	Week	11,000	\$400
Food	Week	11,000	\$400
Sports	Week	39,000	\$450

Crown, 300x600 Desktop and 320x50 Mobile			
	Timeframe	Est. Imp.	Cost
HP (Weekday)	Day	202,000	\$3,200
HP (Weekend)	Sat & Sun	182,000	\$3,000
News	Day	61,500	\$1,000
Business	Week	7,500	\$400
Ent	Week	5,500	\$400
Food	Week	5,500	\$400
Sports	Week	19,500	\$450

Take-overs (Desktop - 728x90, 300x600, SBB, 300x250 2nd position, Mobile - 300x250 ATF, 320x50)			
	Timeframe	Est. Imp.	Cost
HP (Weekday)	Day	404,000	\$5,000
HP (Weekend)	Sat & Sun	364,000	\$4,500
News	Day	123,000	\$1,300
Business	Week	15,000	\$500
Ent	Week	11,000	\$500
Food	Week	11,000	\$500
Sports	Week	39,000	\$550

Effective Date: Jan 7, 2019

RATES ONLY APPLICABLE WITH PURCHASE INTO APPROVED SPECIAL SECTIONS

APPROVED 2019 SECTIONS: RODEO, TOP 100, FIESTA, AND READERS' CHOICE