



SALUTE TO N⁺RSES

San Antonio Express-News

MONSTER



OVERVIEW

- Annual program mobilizes area hospitals, clinics, schools, and patients to nominate San Antonio's most outstanding nurses.
- All nominated nurses are recognized in a special publication.
- Top 10 nurses are selected by a panel based on community nominations.

Publication Date:
6/7/2020

AD Specifications:
Broadsheet

Nominations at:
www.mySA.com/salutetonurses



SALUTE TO NURSES
San Antonio Express-News

TOP 10 NURSES

Going above and beyond 'just doing their jobs'

In celebration of National Nurses Week May 6-12, the San Antonio Express-News highlights these extraordinary nurses who were chosen from nominations submitted by colleagues, patients, family and friends.

Colleen Davis, BSN, RN, TCRN
University Health System

Teresa Arriaga, BSN, RN
Metropolitan Methodist Hospital

Laurann Barborak, BSN, RN-BC
Methodist Specialty & Transplant Hospital

Brandon Goggans, BSN, RN
Brooks Army Medical Center

Lauren Walters, RN, ADN
Methodist Healthcare

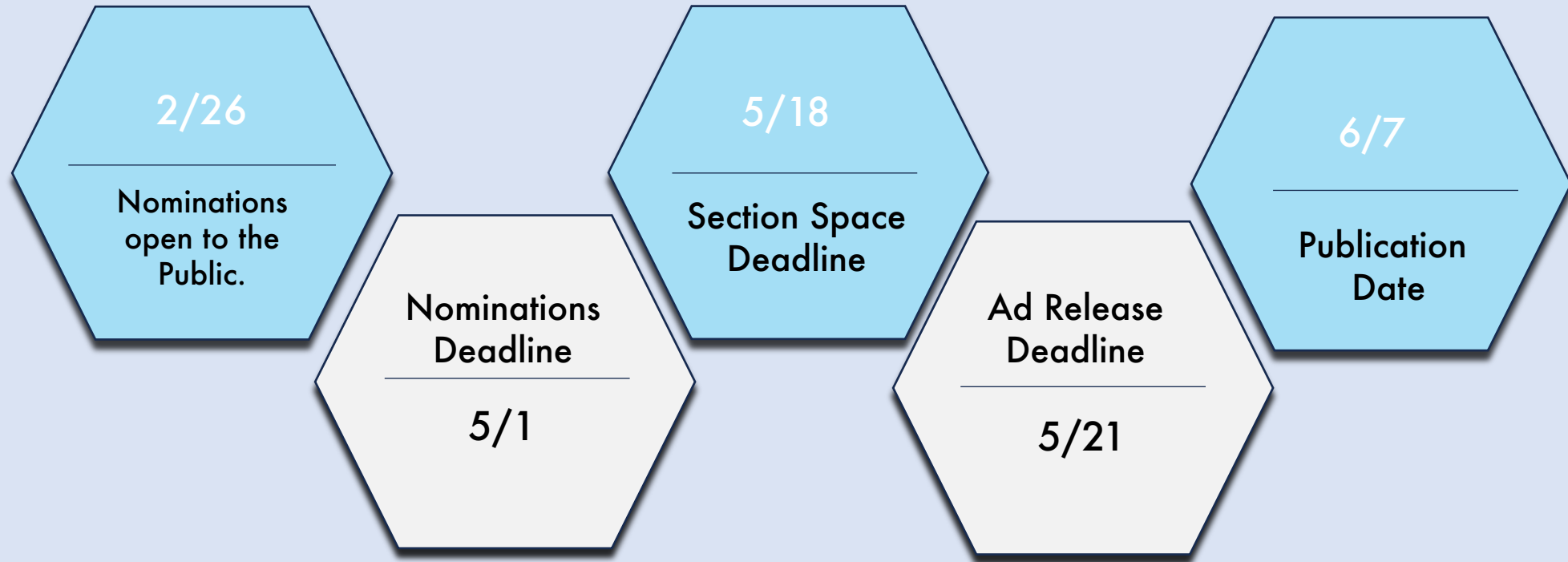
Dana Barton, LVN
Sonoma Rehabilitation

Maria Sierra, BSN, RN
Cardiology Clinic of San Antonio

Raquel Rosas, BSN, RN, CCRN
Methodist Hospital

CELEBRATING NATIONAL NURSES WEEK
May 6 - 12, 2020

How The Program Works:



Platinum Sponsorship

As the *Platinum* sponsor of Salute to Nurses, receive complete brand integration and premium placements throughout coverage. Plus, a joint sponsorship with San Antonio Express News.

- “Sponsored by” mention and logo integration on promotional award front page of Salute to Nurses section.
- Logo on awards
- Full page ad Page 1
- Full page advertisement Page 2
- San Antonio Express News Jobs & Career Post & Day Boost

Total Investment: \$9,350

METHODIST HOSPITAL
“Serving Humanity to Honor God”

Floral Bouquet Sponsorship (1 Available)

As the Bouquet sponsor of Salute to Nurses, receive brand integration and premium placements throughout coverage.

- “Sponsored by” mention and logo integration on promotional ads and front page of Salute to Nurses section.
- Logo recognition on all Bouquets
- Full page ad
- Full page advertorial
- San Antonio Express-News Jobs Facebook Post & 7 day Boost



Total Investment: \$7,150

Lapel Pin Sponsorship (1 Available)

As the lapel pin sponsor of Salute to Nurses, we provide brand integration and premium placements throughout our coverage as well as event exposure.

- “Sponsored by” mention and logo integration for promotional ads and content piece of Salute to Nurses section.
- Logo label on lapel pin
- Half page advertisement
- Half page editorial
- San Antonio Express-News job Facebook Post & 7 day Boost

Total Investment: \$4,400



Cookie Sponsorship

As the cookie sponsor of Salute to Nurses, receive logo integration and premium placements throughout coverage as well as event exposure.

- “Sponsored by” mention and logo integration on promotional ads from page of Salute to Nurses section.
- Logo on cookies gifted to Nurses
- Half page advertisement
- Half page advertorial
- San Antonio Express-News Facebook Post & 1 day Boost

Total Investment: \$4,400



Ad Specs and Deadlines

AD SPECS/ A LA CARTE RATES

| | | |
|---|----------------|---------|
| Full Page | 9.94" x 20.75" | \$5,000 |
| Half Page (H) | 9.94" x 10.25" | \$2,650 |
| Half Page (V) | 4.90" x 20.75" | \$2,650 |
| Quarter Page | 4.90" x 10.25" | \$1,450 |
| Eighth Page | 4.90" x 5.1". | \$765 |
| Express-News Jobs FB Post & 7 day Boost | | \$250 |

DEADLINES

| | |
|-----------------------|----------------------|
| Space Deadline | May 18 th |
| Camera Ready Deadline | May 20 rd |
| Final Release | May 21 st |

ADVERTORIAL

Quarter page advertorial (with room for one photo): 400-450 words

Half page advertorial (with room for two photos): 800-900 words

Full Page advertorial (with room for three photos): 900-1500 words

SUBMIT by: MAY 19th

(Note: Due to copyright laws, the Express-News cannot print a story/content that has appeared in another publication unless that content was written solely by the advertiser or unless the advertiser has official, written permission that specifically grants the Express-News authorization to reprint the material.)

PHOTOS

Please email (or send via Dropbox or similar application) 3-5 high-resolution

photos to include with the advertorial. Submitted photos must be at least 150 dpi and at least 5" x 5" in size to be used in print.

(Submission of multiple photos from which the graphic artist can choose to best work with the layout is ideal.)

Note: Photos copied from a website cannot be used in print.