

Shop Local SA 2019

Our highly sought Shop Local holiday section is now its own publication with more to offer! We'll cover local businesses that provide the San Antonio area shoppers with exclusive deals, unique products, and handcrafted items. This broadsheet size guide will be in our biggest in-demand Thanksgiving edition and will serve San Antonio and the surrounding area with exclusive content about where to shop.

Pub Date	Space Reservations	Final Ad Release
Thursday, 11/28	11/20 5PM	11/25 5PM

Color Ad Size	Dimensions	Total
Full Page	9.94"x 20.75"	\$5,000
Half Page (V)	4.90"x 20.75"	\$3,000
Half Page (H)	9.94"x 10.25"	\$3,000
Quarter Page (V)	4.90"x 10.25"	\$2,000
Quarter Page (H)	9.94"x 5.10"	\$2,000
Center Spread Double Truck	20" x 20.75"	\$8,500

****These rates are non-negotiable however cost can be offset by donating a give-away for our 12 days of Giving.**

A 16-page broadsheet to be printed as part of the Thanksgiving newspaper (30# newsprint, not field topped).



Story Studio

Half Page (max 800 words) with Island Ad (3x6)	Full Page (includes a Half Page Advertorial and Half Page Ad)
\$5000	\$6000

Dates

Story Studio deadline:	Nov 13 th
Space Reservation:	Nov 20 th
Camera Ready:	Nov 22 nd
Final Release:	Nov 25 th
Publication:	Nov 28 th

****** Our social media team will run the campaign on our Facebook Contest & Promotions page and marketing will provide ads to promote participation. Minimum value of donation is \$100 and maximum value \$499. Client to receive 2 x the value of their donation off the cost of their advertising program. Donations must be received by Lisa Gillespie no later than space reservation deadline, Nov 20th. Credit will be applied to advertising order upon receipt of donation.

Client will also have the opportunity to participate in our “Shop Local” campaign to run on Saturday Nov 30th & Sunday Nov 31st. An email will be sent to our 38,000 SAEN subscribers with a promo code to be presented to the store owners.

- Client agrees to offer a minimum of 10% off for that weekend only
 - Client to be included as a participant in all marketing ads

No charge for inclusion in this program outside of discount offered.