

San Antonio Express-News



CLASS OF

2020

HIGH SCHOOL
GRADUATION SECTION

OVERVIEW

The San Antonio Express-News would like to invite you to join a commemorative 2020 Graduation Section. This section will feature guest speaker speeches, an opportunity to list all of your graduates as well as an opportunity for family and friends to post special messages to their special graduate. The San Antonio Express News will utilize all its available resources to make the momentous occasion as special as possible.



MISSION

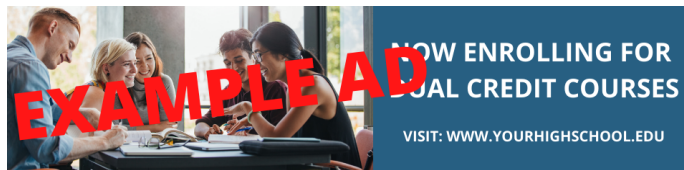
The mission for our graduation section is to provide school districts, friends and family the opportunity to allow the graduates to be recognized and celebrated for their milestone all while social distancing from the safety of their home.





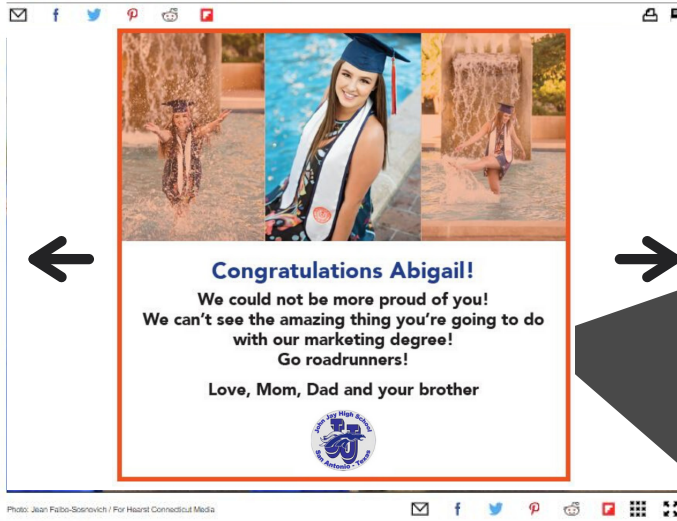
DIGITAL

Due to COVID-19 shelter in place regulations, our website has seen a significant increase in traffic that optimizes your advertising potential. We will be creating a special section for our Graduation content on MySA.com so students and their families can showcase this major accomplishment and send their well wishes in lieu of their graduation program materials.



970 X 240
digital ad

San Antonio area friends and family congratulate their graduating classes of 2020



1080 X 1080
Slide

Photo: Juan Pablo-Sorovich / For Hearst Connecticut Media

IMAGE 1 OF 3

Seymour High School's Class of 2019 marches into their graduation ceremony. The Class of 2020 will have a chance to do the same if at all possible, according to Principal James Freund.



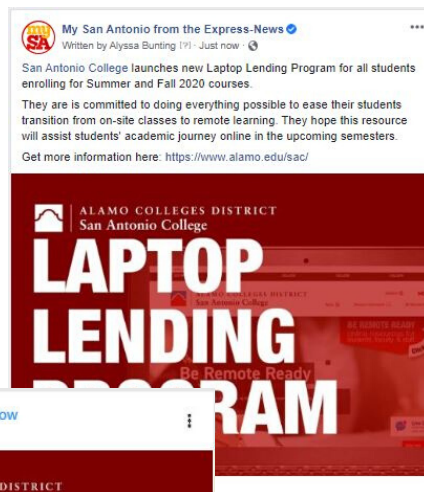
1080 X 1080
Slide Ad



SOCIAL MEDIA ADD ONS

Studies from App Annie show that social media app usage has gone up 20% since the COVID-19 pandemic. If your school is live streaming their graduation ceremony we would share it to our MySA Facebook Page. This is also an option to reach targeted demographics for new semester campaigns and online learning options universities will be offering.

Social Media Campaigns on Facebook and Instagram



Facebook Live of selected students to represent school and speak about graduation or Live Stream of virtual graduation ceremony

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GOLD PACKAGE: \$5,000

- 1080 X 1080 ad slide on MySA.com (Graduation Section)
- 970 X 240 Banner ad on MySA.com
- Full Page Print Ad Graduates List in Graduation Section
- Facebook Live Interview of top tier student or share school's Live Ceremony (if applicable)
- Choice of video or static image posted on MySA Facebook Page

SILVER PACKAGE: \$2,500

- 1080 X 1080 ad slide on MySA.com (Graduation Tab)
- Full Page Print Ad Graduates List in Graduation Section

PLATINUM PACKAGE: \$10,000

- 1080 X 1080 ad on MySA.com (Graduation Section)
- 970 X 240 Banner ad on MySA.com
- Double Truck Print Ad Graduates List in Graduation Section
- Facebook Live Interview of top tier student or share school's Live Ceremony (if applicable)
- Dedicated Slideshow for School's graduates with Special Messaging from family and friends
- Choice of video or static image posted on MySA Facebook Page

Publication Date: JUNE 14, 2020

DEADLINES

Space Reservations: MAY 28, 2020

Camera Ready: MAY 29, 2020

**FOR ANY QUESTIONS OR FURTHER
INFORMATION PLEASE CONTACT:**

**YOUR LOCAL ADVERTISING
ACCOUNT EXECUTIVE**

San Antonio Express-News



Family and friends showcase your grad in our Special Edition. You can recognize and celebrate them for their milestones all while social distancing from the safety of your home. Your grads have worked very hard to get to this point, share their accomplishments with the San Antonio Community and beyond. Below we have three opportunities to showcase your graduate. **Click here to purchase: www.mysa.com/class-of-2020**

PARENT PACKAGE #1: \$85

- 1080 X 1080 slide on mySA.com (Graduation Tab) with special messaging from family and friends - Photo included
- 1/18 Page Print Ad in Graduation Edition - 250 word count maximum - Photo not included

PARENT PACKAGE #2: \$100

- 1080 X 1080 slide on mySA.com (Graduation Tab) with special messaging from family and friends - Photo included
- Print Ad in Graduation Edition - 400 word count maximum - Photo included (Optional)

PARENT PACKAGE #3: \$115

- 1080 X 1080 slide on mySA.com (Graduation Tab) with special messaging from family and friends - Photo included
- Page Print Ad in Graduation Edition - 400 word count maximum - Photo included (Optional)

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PUBLICATION DATE: JUNE 14, 2020

**DEADLINE: MAY 29, 2020
at NOON**