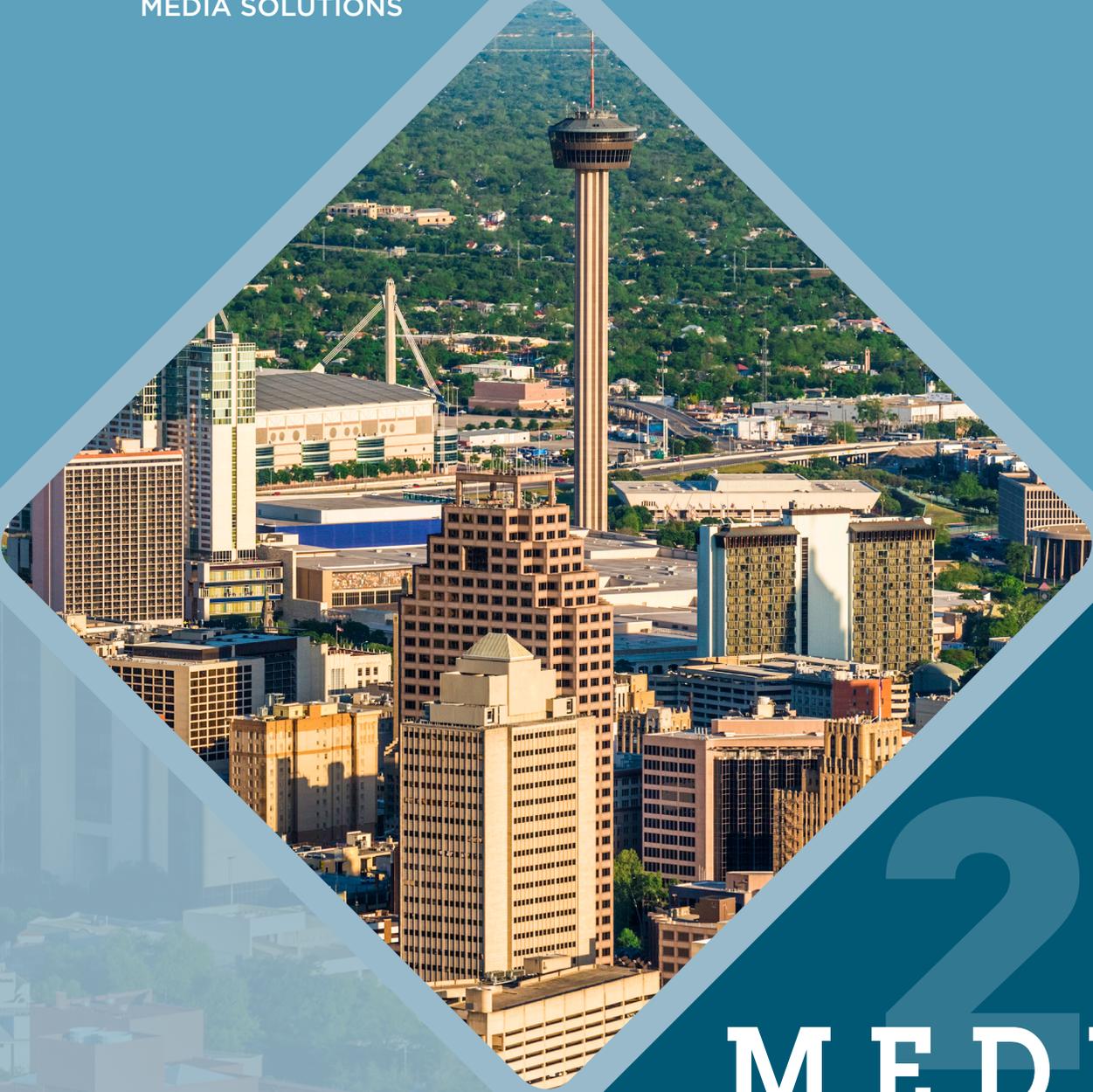


HEARST
MEDIA SOLUTIONS



2018
**MEDIA
GUIDE**

About Us



HEARST CORPORATION

Hearst Corporation is one of the nation's largest diversified media companies, with newspaper, magazine, broadcast, interactive media and syndication divisions. It publishes 15 daily newspapers including the San Antonio Express-News, Houston Chronicle, San Francisco Chronicle and (Albany) Times-Union; and dozens of magazine titles in the U.S. and abroad, including O, The Oprah Magazine, Esquire, and Good Housekeeping. In addition, Hearst Corp. operates 29 television and two radio stations in geographically diverse markets and 20 business-to-business information services and electronic databases.

SAN ANTONIO EXPRESS-NEWS

The San Antonio Express-News has been the voice of South Texas since 1865. Acquired by the Hearst Corporation in 1993, the Express-News is San Antonio's most enduring source of news and information. By teaming up with other digital media outlets, the Express-News strategically positions itself in an ever-changing media industry.

SAN ANTONIO

San Antonio continues to thrive as one of the nation's top cities for new business opportunities because of its affordability and investments in infrastructure, technology, education and healthcare.

- Median Household Income: \$48,693
- Median Home Value: \$161,336
- DMA Population: 2,077,742

SOURCE: SCARBOROUGH 2017 R2, NIELSEN 2017



The San Antonio Market

The net combined San Antonio Express-News/mySA.com audience is more than 900,000+ adults or 45% of the San Antonio DMA. We also bring social media partnerships into the mix, with their base of highly engaged participants, as well as commercial printing and direct mail.

SOURCE: SCARBOROUGH 2017 R2, NIELSEN 2017

A Top-40 market and one of the fastest growing metros:

31ST LARGEST U.S. DMA POPULATION
2.7 MILLION

7TH LARGEST U.S. CITY POPULATION
1.4 MILLION

9TH LARGEST U.S. DMA IN HISPANIC POPULATION
1.5 MILLION

Partner with a multimedia powerhouse

Since its first edition in 1865, the San Antonio Express-News has built a reputation for solid journalism and community involvement. The newspaper today delivers a large, loyal readership with a desirable income and education demographic. And our Hearst Media Solutions multimedia experts work to maximize your return on every marketing dollar spent in the paper, from full-run placement to specialized niche targeting within our diverse audience.

Our creative staff can deliver a customized branding campaign or maximize your visibility with nontraditional ad shapes and placements virtually anywhere in these products.

The Express-News ranks: **#1** IN SUNDAY READERSHIP PENETRATION WITH 24% LOCAL MEDIA WEBSITE WITH MYSA.COM

AMONG 5 MAJOR TEXAS NEWSPAPERS

SOURCE: GOOGLE ANALYTICS, SCARBOROUGH 2017 R2, VS AUSTIN, DALLAS-FT. WORTH, EL PASO AND HOUSTON

We help you reach your customers

Hearst Media Solutions serves all of your digital advertising needs. We partner with social media and search engine giants to bring you state-of-the-art Search Engine Marketing and Search Engine Optimization. We offer targeted email and mobile marketing. And we can build eye-catching online banners, video clips and more for our clients.

Sometimes targeting shoppers by location – either based on where they live or where you do business – is the most practical way to build sales. Using our research data, you can zero in on customers in print via newspaper, direct mail or special-interest publications; via online banner ads, SEM, SEO or interactive social media pages; or via mobile or email messages. All these media enable geographic targeting by specific neighborhoods and zip codes. **So wherever your customers are, we've got a way to find them and reach them!**



MYSA.COM

Our website is the most visited in the San Antonio market. It's where millions of San Antonians go when they want the latest breaking news, sports, weather and more, 24/7.

- **60+ million monthly** page views
- **3+ million monthly** unique users
- **35+ million monthly** mobile page views

EXPRESSNEWS.COM

Our premium, subscriber-only website provides exclusive reports, in-depth local news and insider analysis that you will only find here.

- **2 million monthly** page views
- **487,000 monthly** unique visitors
- **948,000 monthly** mobile page views

SOURCE: JANUARY 2018 GOOGLE ANALYTICS



E-edition & E-edition for iPad

A page-by-page, exact replica version of the print edition of the San Antonio Express-News available online 24 hours a day. The San Antonio Express-News e-edition is now available in an iPad app (ExpressNews.com/GetApp).



SEARCH ENGINE MARKETING (SEM) is a term that describes the different ways you can make your website even more visible in search engines. This increased visibility will result in more traffic to your website. SEM is a combination of search engine optimization (SEO) and pay-per-click (PPC) to help get more visibility for your website. It comes with a wealth of benefits that can help you convert traffic into sales, including lead generation, brand building and increased competitiveness.

HEARST MEDIA SOLUTIONS utilizes a highly intuitive software program that maximizes your allotted budget by responding to specific keywords. Plus, it learns how to position your company where it is most likely to have the greatest number of leads. The result is that you maintain a strong Web presence while controlling your costs. Partnering with a leader in specialized search technology allows you to drive responses where you want them – to your phone, email or website.

SOURCE: BUSINESS MARKETING FOR CHAMBERS OF COMMERCE AROUND SACRAMENTO SEPTEMBER 2016; SMART SEARCH OCTOBER 2016

Our results-driven program also includes:

- **Click-through results** evenly spread out over a chosen period of time
- **Detailed tracking and reporting** to tie performance to your budget allocation
- **Access to our experts** for questions and campaign advice

HOW IMPORTANT IS SEM?



Search Engine Optimization

Search engine optimization is used to move companies higher in search engines' natural or organic listings. Rather than show online paid ads in response to a search, SEO is a more subtle approach that ranks the likelihood of your company's appearance on the search results, based on your website's actual content. Each search engine uses formulas to read a site's keywords and other internal components and bases a website's ranking within the search results on this formula.

SEO is the #1 driver of traffic to content sites right now.



Top three most-effective SEO tactics (MarketingProfs)

72% Content creation ♦ **48%** Keyword/phrase research ♦ **34%** Frequent website updates

SOURCE: WEB PRESENCE SOLUTIONS JANUARY 2016



Social Media



f FACEBOOK's vast audience has members open to directly connecting with your business. We can create a Facebook fan page for your business to attract them, and you'll be able to interact directly with potential customers and gather a dynamic database of contact information from users who want to receive information and offers directly from you. Or, we can create targeted Facebook ads to reach potential customers. With Facebook advertising, you choose your daily budget and pay-per-click amount, and pay only when someone clicks on your ad. Or, you can pay per impression for a pre-set number of times your ad will be displayed.

▶ YOUTUBE Utilize video marketing on YouTube to tell your story with video or extend your television campaign. Target your video(s) by keyword, location, audience, or interest/topic.

▶ TWITTER Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets." Advertisers can target users based on their history of tweets and may quote tweets in ads delivered to the user.

Social Media Management

Social media management helps your business by pushing content to fans and followers ensuring you stay top-of-mind and have a consistent content strategy. With the tremendous growth of the digital universe, social media is a great way to tap into the vastness of its marketing potential.

Of all the social media currently available, Facebook is by far the most popular. Facebook's vast audience has members open to directly connecting with your business. We manage your Facebook fan page and push content regularly, each month, to help your business attract potential customers. Gather a dynamic database of contact information from users who want to receive information and others directly from you.

Reputation Management

We help your business claim and monitor your listings and profiles across the Web to ensure you are informed and aware of what consumers are saying about your business. We provide a list of where your business listings are online, what may be missing, and if there are any possible errors that need to be corrected. Consumer reviews are sent to you with recommendations on how to respond to both good and bad publicity to improve customer service.

A share-of-voice graph shows your online prominence compared to your competition to understand how to better improve your reputation.



Email Marketing



Our permission-based email marketing is an efficient, cost-effective way to market your business to a welcoming, engaged audience. It is an additional point of entry to your brand awareness, and can be used to direct them deeper into your website or to send them special offers, coupons and promotions. You can target emails based on demographic, psychographic or geographic criteria. And since Hearst Media Solutions is approved for mass email servers, your message won't be diverted as spam.

◆ SQUIB WEEKEND HOUSE HUNTERS

mySA Weekend House Hunters newsletter reaches more than 170,000 real estate intenders and home shoppers each week in San Antonio, delivering useful content from open houses and featured properties to neighborhood news and helpful articles.

◆ SQUIB CAR SHOPPER

mySA Weekend Car Shopper's Guide reaches more than 450,000 auto intenders and shoppers every weekend, delivering reviews on new makes and models, sales events, plus automotive listings and inventory from San Antonio's premier dealerships covering new, used, and certified pre-owned vehicles.

◆ SQUIB MILITARY MATTERS

The **mySA Military Matters** monthly email newsletter features military-related news and trending topics from mySA.com, helpful links to articles and listings for local things to do and places to eat and drink, as well as help finding a home or shopping for a vehicle in San Antonio. The newsletter also includes links to the three San Antonio military publications and goes out to more than 85,000 subscribers.

◆ SQUIB LUXURY LIVING

mySA Luxury Living Monthly newsletter reaches 195,000 San Antonians with a household income of more than \$150,000 who have a taste for the finer things in life. It features articles on topics such as travel, fashion, fine arts, entertainment, dining, drinks, automobiles, real estate, home decor, and more.

◆ SQUIB SPURS NATION

mySA Spurs Nation newsletter is delivered weekly to 120,000 fans who can't get enough of their five-time NBA champion San Antonio Spurs, featuring the latest news, stats, analysis, slideshows and behind-the-scenes coverage.

◆ SQUIB COMMUNITY MATTERS

Weekly email newsletters focused on Northwest, Northeast and South San Antonio highlight news and features relevant to each of these communities. **mySA's Northwest Light Online** reaches 69,000 readers. **mySA's Northeast Herald Online** reaches 95,740 readers. **mySA's Southside Reporter Online** reaches 117,000 readers. **mySA's The Corridor Monthly** (I-10 corridor) reaches 25,000 readers. **mySA's Stone Oak Monthly** reaches 25,000 readers. **mySA's Heights Monthly** reaches 25,000 readers.



A FULL-SERVICE PRODUCT:

- SOPHISTICATED DATABASE MANAGEMENT
- OPT-IN DATABASE, CONTINUALLY UPDATED
- LESS THAN 3% BOUNCE RATE
- COST-EFFICIENT, TIME-EFFICIENT ADVERTISING DELIVERY



HEARST MEDIA SOLUTIONS takes the time and expense out of building and managing mobile sites. We will turn your website into an easy-to-read mobile site that connects you with busy mobile professionals who conduct their search for a product or service online. We can make your company's website accessible to anyone, anytime, anywhere, by optimizing it for viewing and navigating on a mobile device. With **148 million smartphones in use in the USA**, you can't afford not to be easily accessible to mobile users.

SOURCE: ABA MARKETING & SALES, WHY A MOBILE-FRIENDLY WEBSITE IS CRITICAL, 2015

Get your company on the move:

- **MAKING** your company website optimized for viewing and navigating on a mobile device
- **DEVELOPING** a mobile-customized section for your company
- **CREATING** a consistent user experience across all devices

Text Messaging

Texting is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day.

- Text messages have a 98% open rate and a 45% response rate (**Mobile Marketing Watch, Velocify**).
- 90% of text messages are read in less than 3 minutes (**Connect Mogul**).
- On average, Americans exchange twice as many text messages as they do phone calls (**Nielsen**).

mySA Mobile

San Antonio's preferred local website with STRONG local reach!

Over 70% of Americans are smartphone owners. Connect with this audience on the mySA mobile site featuring breaking news, current events and much more with an average of over 22 million page views per month.

- The number of mobile-only Internet users now exceeds desktop-only users in the U.S. as of March 2015 (**comScore**).
- 35% of U.S. smartphone users check their phones more than 50 times each day (**AdWeek**).
- People now spend more time using apps than watching TV (**Mashable**).
- 1 in 3 smartphone searches were made right before a store visit (**Google**).
- 57% of customers say they won't recommend a business with a poorly designed mobile site and 40% have turned to a competitor's site after a bad experience (**Google**).



KEYWORD
TEXT "KEYWORD"
TO "28748"

COUPON
TEXT "COUPO2"
TO "28748"

POLL/TRIVIA/VOTING
TEXT "VOTE"
TO "28748"

CONTEST
TEXT "WINNERS"
TO "28748"

SOURCE: ONE REACH SEPT. 2015, PEW RESEARCH CENTER FEBRUARY 2016; WEB PRESENCE SOLUTIONS JANUARY 2016

OPTIMA FEATURES ARE DESIGNED JUST FOR YOU:

- ◆ **Capabilities of dynamic advertising:**
 - Weather customization
 - Geo-targeting
 - Timing customization
 - Capabilities of dynamic advertising
- ◆ **Contextual targeting**
- ◆ **Multiple tactics with one budget**
- ◆ **24/7 performance dashboards available**

FREQUENCY

Frequence builds and delivers comprehensive location-based digital advertising campaigns for brands and agencies. The more filters, creative and unique audience segments required, the better it performs. This programmatic ad buying platform leverages the power of location based audience targeting and multi-segment campaigns at scale. It approaches all advertising as local advertising and this technology supports campaigns that require the most expansive audience reach within the most focused target locations.

Native Advertising

Native advertising is designed for businesses that produce content in the form of press releases, blogs, social media and regular announcements for their business or industry.

Native advertising automates the placement of branded content as sponsored or promoted articles or posts within the feed of mySA.com and other related sites across Hearst Content Network.

Native advertising gives you the same control and flexibility of display advertising with flights by day, time and location, geo-targeting and device/carrier selection to ensure your content is being shared with the ideal audience.

Native advertising content receives 5-20 times greater response rate when compared to traditional desktop or mobile display advertising because articles are placed in high-traffic content sections, driving higher engagement and visibility.

StoryStudio

EMPOWERING BRANDS TELL THEIR STORIES AND EDUCATE THEIR MARKETS.

- ◆ **Different ways to tell a story:**
 - StoryStudio creates custom content based on client's goals and messaging.
 - Brands use their own assets to create stories.
 - Combine brand assets and StoryStudio custom-created assets.
- ◆ **Interactive story enhancers:**
 - Tools that use strategic insights to connect with consumers.
- ◆ **Turn-key content marketing**
 - Used to create, distribute, promote, provide analytics, and optimize.



MYSA WEEKEND

mySA Weekend provides details on all upcoming concerts, movies, local and area events, dining, clubs, comics, games, celebrity gossip, features on fashion, and much more. It's a guide to getting out and having fun in San Antonio by the people who know the city best. This entertainment section is published in Friday's Express-News (112,200 distribution) and up to 25,000 extras are distributed to local racks, hotels and businesses for tourists.

THE LIGHT

The San Antonio Light has been reborn and is giving advertisers the opportunity to reach 150,000 non-subscriber households.

The Light offers more news, its own commentary page, features and sports, along with Classifieds and our Drive sections. It is packed with ads, inserts and coupons. The Light is distributed Saturday mornings to non-subscribing households in key ZIP codes.



CONEXIÓN/CONEXIONSA.COM

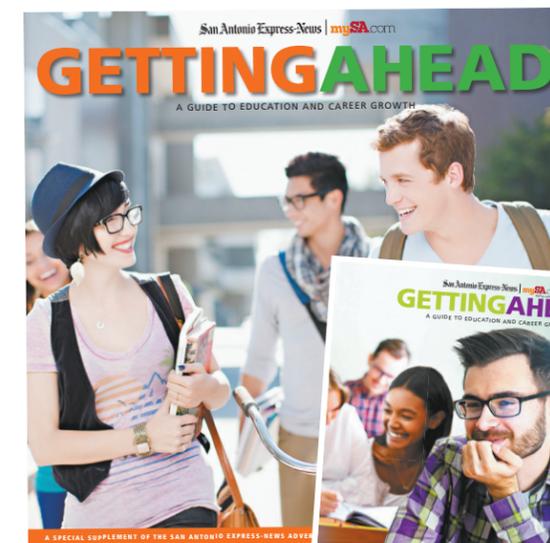
Conexión targets Hispanic and bicultural households in San Antonio and South Texas, delivering news, sports and entertainment stories in a weekly bicultural publication and at ConexiónSA.com.



COMMUNITY NEWSPAPERS

Connecting people to their communities is why readers turn to their community newspapers. We chronicle the lives of local people and report on issues at the grassroots level. We are often the first and only source that community members turn to for news and events in their own backyard.

Our **Community Newspapers** have a loyal following. We offer our advertising partners strong readership, a local market coverage and the ability to geographically target audiences. We know the importance of community involvement. We understand the culture, politics, business and advertising needs of our local communities.



COLLEGE GUIDE

FEBRUARY & OCTOBER

Before students enroll in undergraduate and graduate-level classes, San Antonio's college-bound students and parents will look to the Express-News College Guide when planning for this next phase of their future. The College Guide is divided into informative sections, such as Preparing for College, Finance, Campus Life and Choosing a School.

TOP 100 DINING & DRINKS

MARCH

This delectable magazine booklet features the top restaurants, bakeries, wineries, coffee shops and bars in San Antonio and the Hill Country as selected by our Express-News award-winning Taste staff. Visitors and residents alike will find this keepsake guide a valuable resource that will satisfy all appetites – and one they'll refer to year-round. The event features tastings from our top area establishments, live music, drawings for exciting prizes and an opportunity to meet the San Antonio Express-News Taste editors.



FIESTA PREVIEW & GUIDE

APRIL

San Antonio's biggest party of the year will take place April 20-30, 2017. More than 3.5 million people attend the more than 100 citywide events! This annual guide to Fiesta, located both in the Express-News Sunday home-delivery editions on April 10 and online at mySA.com/Fiesta throughout the festivities, is the must-have planner that will be more in demand than ever as festival-goers rely on it to help them navigate all the events.

SUMMER FUN GUIDE

APRIL

If you have a fun activity, program, product or service to offer this summer, you don't want to miss this opportunity to let everyone know about your business. Run your ad in the Summer Fun Guide and help locals, tourists and travelers include your business in their summer plans!





EXPLORE: AN INSIDER'S GUIDE TO LIVING IN SAN ANTONIO JUNE

This annual magazine covers all the essentials one needs to know to make the most of living in the Alamo City: Where to eat, drink, shop, play, enjoy the outdoors, hit the local parks and hike and bike trails, plus information on attractions, festivals, events, museums, concerts, universities, schools, continuing education, hospitals, nature centers, dog parks, neighborhoods, biggest employers and lots more. And if you need ideas for a fun weekend getaway, we have plenty of those too.

TEXAS TRAVELER

JULY

Rich in culture and natural beauty, Texas offers many exciting and adventurous journeys to explore. From relaxing on our many rivers to hiking adventures, unique dining and shopping, wine tasting and family-friendly festivals, parades and celebrations. There's never been a better reason to NOT leave Texas!



READER'S CHOICE JULY

San Antonio is casting their vote in the 19th Annual Express-News Readers' Choice Awards for their favorites in such categories as restaurants, banks/ credit unions, barbecue restaurants, hospitals, jewelry stores and Spurs players, to name a few. This results section not only highlights our readers' choices, but will also include our critics' choices.

PROFESSIONAL & COLLEGE FOOTBALL PREVIEW AUGUST

Team up for a Texas-sized NFL and NCAA football preview jam packed with player, team and coach analysis, plus full season schedules. Our expert columnists and hometown favorite sports reporters deliver deep insight with team projections, exclusive interviews and high-def photography.

In magazine and digital formats, the 2016 Football Preview is a must-read for the football super fan. Be there in the beginning, engaging consumers with your brand as the excitement culminates into an unforgettable football season.



SPURS NATION SEASON PREVIEW OCTOBER

Get ready for the Silver and Black to attack the upcoming 2017-2018 season! Spurs Nation Preview Special Section will offer in-depth analysis with player profiles, sports editorial and the season schedule. Get your game on by teaming up with San Antonio's most talked about team!



TOP WORKPLACES OCTOBER

Top Workplaces is a special publication that seeks to honor and recognize some of the best companies to work for in San Antonio. The Top Workplaces list is determined by a third-party surveyor, Workplace Dynamics. The list ranks companies – based on surveys of each company's employees – in areas such as opportunities for advancement, the value of their pay, and other factors. The luncheon serves as an awards ceremony and reception for the executives and business leaders whose companies were selected as Top Workplaces. The luncheon features speakers, a banquet, and the presentation of awards to select companies.



SALUTE TO VETERANS NOVEMBER

In commemoration of Veterans Day, the Express-News offers a special opportunity to showcase and thank our veterans for their contributions. The Salute to Veterans keepsake special section is filled with photos and information about our service men and women, submitted by the community.



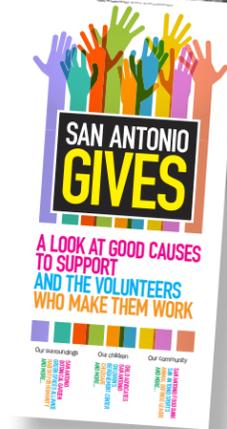
SAN ANTONIO AUTO & TRUCK SHOW PREVIEW DATE TBD

This one-of-a-kind preview section includes information about the annual San Antonio Auto & Truck Show and showcases new and redesigned 2018 models. This year's San Antonio Auto & Truck Show will be held at the Henry B. Gonzalez Convention Center, where attendees will have a chance to see the newest and hottest cars and trucks. Show dates to come.



SAN ANTONIO GIVES NOVEMBER

San Antonio Gives celebrates the corporations, charities and individuals that make a local impact in the spirit of giving. It highlights the tradition of philanthropy in San Antonio, from top fundraising campaigns and local nonprofit foundations to San Antonio's top corporate donors and their causes.



SHOP LOCAL NOVEMBER

San Antonio Express-News is pleased to announce its participation in this year's Small Business Saturday. The Saturday after Thanksgiving is a day dedicated to supporting local small businesses and strengthening and celebrating communities across the country. Make sure our busy San Antonio shoppers don't pass you by as they check off their lists!



DIRECT MAIL SOLUTIONS

Express Direct is your one-stop for all your Precision Marketing Needs – providing businesses and non-profits a way to communicate straight to the customer with various advertising techniques:

- Full-service printing
- Creative/specialized products
- Variable data printing/one-to-one marketing
- Data procurement
- Data processing and mailing fulfillment



RED PLUM

The Total Market Cover (TMC) program is a powerful advertising opportunity that combines traditional newspaper insert advertising and mailed inserts. It can help your business geographically target and saturate the market with your advertising message. The TMC program lets you select specific ZIP codes that include consumers who have the greatest potential to shop or dine at your establishment or buy services from you business.

PRINT & DELIVER INSERT PROGRAM

Advertising in our Insert Program 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 program offers strong readership value. You can target specific geographic areas with the greatest potential to draw business to your establishment and make this a cost-efficient buy. The inserts are packaged in the publication of your choice: The San Antonio Express-News, Community Papers, Conexión or The San Antonio Light.



Hearst Recruitment Solutions recognizes that every company's needs, and the recruiting tools to meet these needs changes by company, industry and geographic location. That said, our goal remains the same. Our numerous services offered fall within one of three buckets:

REACHING ACTIVE JOB SEEKERS. At any given time, personnel within your industry are actively seeking new employment. We provide the right job board, database, email, etc., solutions to help best position your openings to attract these active job seekers. And we do this with the most competitive rates.

THE 95 PERCENTERS. This is where Hearst Recruitment Solutions thrives with high ROI solutions that no other media or recruiting resource companies can provide. The 95 percenters speak to the vast majority of the labor market that isn't actively seeking new employment but, if presented with the right opportunity, would make the jump. In a tight labor market, this is where the best candidates are, and a few of our solutions are morphing this industry in the same way job boards did 16 years ago.

CONVERSION SOLUTIONS. Ninety percent of the traffic a career site receives does not result in a completed application. This is a large area of opportunity for many companies. As such, we've employed digital reengagement solutions with data capture capabilities and off-site engagement solutions. The result of employing such solutions is that they increase the ROI of the advertising and recruitment efforts of our clients, allowing them to spend less due to the increased site conversions.

There are three areas of business we impact, and we strive to accomplish all three with each of the clients we support:

- Can we save you money?
- Can we have a positive impact on the quality or quantity of the candidates you receive?
- Can we help with the efficiency associated with our client's recruitment process?





MYSA.COM/CARS

The Cars channel on mySA.com features the latest auto news and vehicle reviews, vehicle galleries, a Featured Used Vehicle Specials section, and targeted search widgets, including Find Your Car, Search by Manufacturer, Find a Dealer and Research a Car.

DRIVE SECTION

Whether you want to reach the sports car enthusiast dreaming of hitting the open road or someone looking for a heavy-duty truck that will hold up on Texas' bumpy country roads, advertising in our Drive sections will capture the imagination of people looking for new or pre-owned vehicles. The Drive sections publish every Friday, Saturday, Sunday and Monday and offer the most current offerings of new and pre-owned cars, trucks, SUVs and vans for sale in the San Antonio area. The sections also feature the newest vehicle reviews, industry trends and Car Talk column.



SAN ANTONIO AUTO & TRUCK SHOW SECTIONS

This one-of-a-kind special section is the comprehensive guide to the annual San Antonio Auto & Truck Show. The section includes details about the show and showcases and models scheduled to be featured at the show. It also serves as an excellent buying guide.

TEXAS TRUCK & SUV

Texans love their trucks and SUVs! That's why the San Antonio Express-News publishes an entire section dedicated to these vehicles. This guide includes the latest information on the makes and models most desired in our area of the country, written by an experienced automotive journalist knowledgeable about the local market. Be sure your dealership is seen by this active buying market with an ad in this bi-annual broadsheet publication.

SUNDAY REAL ESTATE

The Sunday Real Estate section covers a wide variety of topics, including tips and information on buying and selling a home, builder and Realtor profiles, home décor, new construction, new communities, columns from the Greater San Antonio Builders Association and San Antonio Board of Realtors, area home sales statistics, open houses, builder communities, and more. Advertorial opportunities offer a platform for builders, Realtors and businesses to tell their story in an article-type format.

MYSA.COM/REAL ESTATE

In addition to the latest real estate news, home décor, DIY, finance, and other real estate-related stories, the mySA.com Homes channel includes a host of opportunities for home seekers, such as Home Search, Apartment Search, Just Listed gallery, Luxury Homes gallery, Open Houses gallery, and more.



A

Ad banner – a graphic message or other media used as an advertisement.

Ad impression – an ad which is served to a user's browser.

Ad impression ratio – Click throughs divided by ad impressions.

B

Banner – a graphic advertising image displayed on a web page.

Behavioral Targeting (BT) – A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected about an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.

Blog – Generic name for any website featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries as well as more professional publications.

Brand awareness – Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics.

Browser – a software program that can request, download, cache and display documents available on the World Wide Web.

C

Channel – a band of similar content. A type of sales outlet (also known as channel of distribution).

Click rate – ratio of ad clicks to ad impressions.

Clicks – metric which measures the reaction of a user to an Internet ad.

Click through – the action of following a link within an advertisement or editorial content to another website or another page or frame within the website.

Cookie – a small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.

CPC (cost per click) – cost of advertising based on the number of clicks received.

CPM (cost per thousand) – media term describing the cost of 1,000 ad impressions.

D

Demographics – common characteristics used for population or audience segmentation, such as age, gender, household income, etc.

Display advertising – a form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page.

Domain name – the unique name that identifies an Internet site.

E

Email advertising – banner ads, links or advertiser sponsorships that appear in email newsletters, email marketing campaigns and other commercial email communications.

Expandable banner – a banner ad which can expand after a user clicks on it or after a user moves his/her cursor over the banner.

F

Flash – Adobe's vector-based rich media file format which is used to display interactive animations on a web page.

Fold – the line below which a user has to scroll to see content not immediately visible when a webpage loads in a browser.

Frequency – the number of times an ad is delivered to the same browser in a single session or time period.

G

Geo-targeting – Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data devices.

GIF (Graphic Interchange Format) – a standard web graphic format which uses compression to store and display images; used for animated ads.

Gigabyte – one gigabyte equals 1,000 megabytes.

H

Home page – the page designated as the main point of entry of a website (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site.

HTML (Hypertext Markup Language) – a set of codes called markup tags in a plain text file that determine what

information is retrieved and how it is rendered by a browser.

HTTP (Hypertext Transfer Protocol) – the format most commonly used to transfer documents on the World Wide Web.

Hyperlink – a clickable link, e.g., on a web page or within an email, that sends the user to a new URL when activated.

I

Impression – a measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user.

Internet – the worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols known as TCP/IP.

Inventory – the number of ads available for sale on a website.

IP Address – Internet protocol numerical address assigned to each computer on the Internet so that its location and activities can be distinguished from those of other computers.

J

JPEG (Joint Photographic Experts Group) – standard web graphic file format that uses a compression technique to reduce graphic file sizes.

K

Keyword – specific word(s) entered into a search engine by the user that result(s) in a list of websites, related to the key word.

L

Link – a clickable connection between two websites. Formally referred to as a hyperlink.

M

Micro-sites – multi-page ads accessed via clickthrough from initial ad. The user stays on the publisher's website, but has access to more information from the advertiser than a display ad allows. Mobile marketing – process of sending out advertisements via mobile devices.

O

Opt-in – refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services.

An aerial photograph of a city, likely San Antonio, is shown in the bottom-left corner. The rest of the image is covered by a large, solid blue diagonal shape that points from the top-left towards the bottom-right.

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