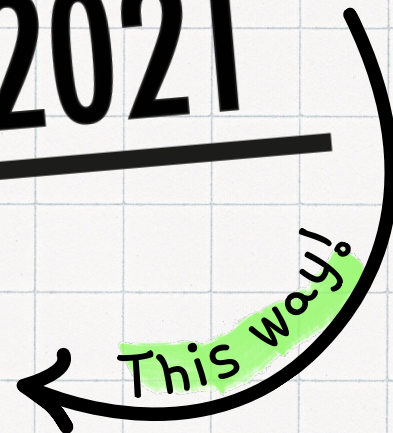


Education Guide 2021

YOUR GO-TO RESOURCE
FOR HIGHER LEARNING.



The San Antonio Express-News is putting together the ultimate resource for graduating high school seniors, their parents, and individuals looking for ways to start or finish adult education programs.

DETAILS
LAUNCH:
October 31
SPACE RESERVATION:
October 18
ART DEADLINE:
October 25



REACH OUR 93K* WEEKLY PRINT & DIGITAL AUDIENCE THAT ARE CONSIDERING COLLEGE THIS YEAR.

IN ONE WEEK, SAEN PRINT + DIGITAL REACHES NEARLY HALF (45%) OF ADULTS IN THE SAN ANTONIO MARKET PLANNING TO ATTEND ADULT CONTINUING EDUCATION CLASSES IN THE NEXT YEAR.*



*Scarborough: Market/Release: San Antonio, TX 2021 Release 1 Total (Jan 2020 - Jan 2021)

4 ways you can be a part of this revamped section:

PLATINUM

- Custom Built Enhanced Directory Listing
- Custom Content Marketing Campaign
- Full Page in College Guide
- Full Page Advertorial in College Guide
- 200k mySA.com Targeted Impressions

GOLD

- Custom Built Enhanced Directory Listing
- Content Marketing Campaign
- Half Page in College Guide
- Half Page Advertorial in College Guide
- 125k mySA.com Targeted Impressions

SILVER

- Custom Built Enhanced Directory Listing
- Quarter Page in College Guide
- 100k mySA.com Targeted Impressions

BRONZE

- Directory Listing
- 100k mySA.com Targeted Impressions

ExpressNews.com readers are **63%** more likely to attend adult continuing education classes than the average San Antonio DMA adult.*

MySA.com readers are **65%** more likely than the market to have at least one child currently in college.*

In one week, SAEN print + digital reaches **44%** of San Antonio parents with at least one child currently in college.*

San Antonio adults visiting mySA.com are **57%** more likely than the market to go back to school for a degree or certification program.*

BOLT ON OPTIONS

DELIVERABLE

ELEMENTS

(Silver/Bronze) Maintenance

Continued Logo Placement Presence, Inclusion in 1MMimpr to hub Monthly

mySA.com Targeting Impressions

100,000

Platinum/Silver

Continued Logo placement presence, Inclusion in 1MM imp to hub monthly

Story Syndication

500 Engagements Mo