



TAX GUIDE

BUILD YOUR STRATEGY 2022

THE WAY PEOPLE USE TAX SERVICES IS CHANGING

We rise to meet the conversation in an exclusive panel and section that discusses current and emerging trends in the financial industry

39%

more likely than the average San Antonio adult to use an accountant.

62%

more likely to use a financial planner

The SA Inc Tax Guide's Virtual Round Table provides a unique setting for the community to gain firsthand insight from experts who are shaping the future of finance in and around San Antonio.

- Pub date for panel – Friday, March 11.
- By taking part in the round table as a key contributor, you gain access to San Antonians' looking for education tax information.
- Roundtable discussion content will be showcased and distributed to our readers via email, social media, and mySA.com. Additionally, print promotion of panel discussion that is aligned with tax content in SA Inc special section on Sunday, March 13.
- Panel sponsors will have access to a marketing tool kit. The tool kit provides marketing elements to help with panel promotion to their audience.
 - The following will be provided
 - Permission to use the YouTube link of the video for promotional purposes
 - Social media artwork with company branding
 - Prewritten social Media copy
 - Prewritten email copy template
 - Downloadable PDF promotional flyer

Important Panel Dates:

Pre-Meeting

Wednesday, January 19th @ 10:00 a.m. CST

Final Recording

Wednesday, January 26th @ 9:00 a.m. CST

SPONSORSHIPS and A LA CARTE

Premier (Only 1 Available)

Product	Deliverables
SA Inc	Back Page
mySA.com	250,000 Targeted Impressions
mySA.com	Video Native Content/ Panel
Business Alert	Social + Email
Social Tool Kit	

Gold (Only 3 Available)

Product	Deliverables
SA Inc	Half Page
mySA.com	200,000 Targeted Impressions
mySA.com	Video Native Content/ Panel
Social Tool Kit	

Silver (Unlimited Available)

Product	Deliverables
SA Inc	Quarter Page
mySA.com	150,000 Targeted Impressions

A-La-Carte

Type	Product	Investment
Print (Tab)	Full Page	\$\$
	Half Page	\$\$
	Quarter Page	\$\$
Digital	100k mySA Impressions	\$\$
	SA Inc Newsletter	\$\$
	Business Alert	\$\$

Please contact your account executive for more details and pricing on how you can become a part of this premiere program or visit www.HearstMediaSA.com/TaxGuide

SPECS: TAB

Full Page: 9.944" x 9.75"

Half Page (Horizontal): 9.944" x 4.75"

Half Page (Vertical): 4.902" x 9.75"

Quarter Page: 4.902" x 4.75"

DEADLINES:

Pub Day in SAINC: Sunday, March 13th

Space Deadline: Wednesday, March 9th 4pm

Creative Deadline: Friday, March 11th 4pm