

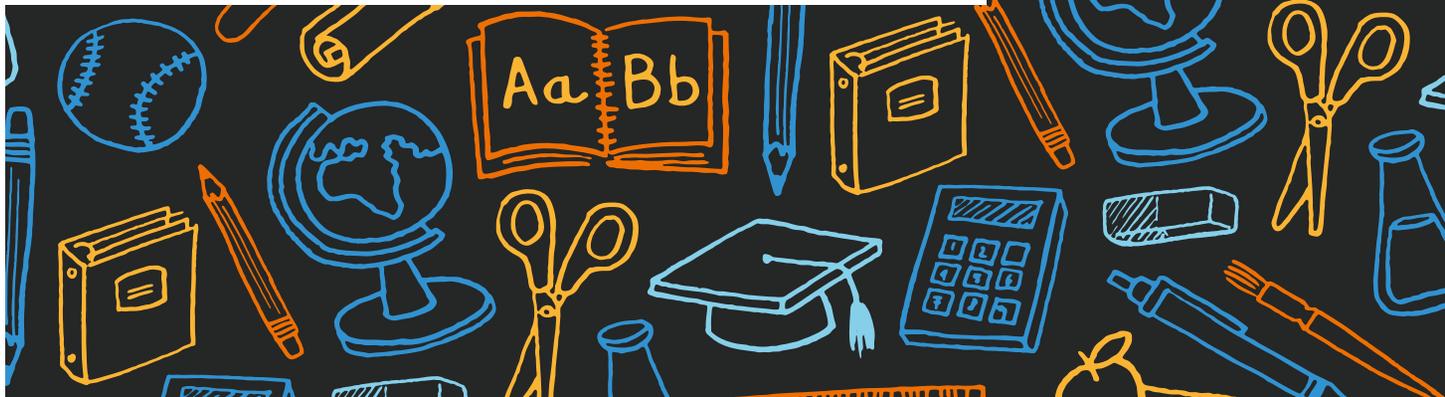


*San Antonio Express-News*

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# BACK TO SCHOOL

NAVIGATING THROUGH UNCERTAINTY



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# BACK TO SCHOOL



Parents are divided on what to do. Will my child be getting the education they need, and at the speed they need? How will we make school supply shopping fun this year? Back to School is at the forefront of every parent in San Antonio's mind.

Our Back to School special edition will help parents and caregivers alike navigate through this uncertain time.

This edition will be bolstered with heavy marketing promotion, our veracious digital traffic and our built-in subscriber base.

# 2020 BACK TO SCHOOL

## PRINT SPECIAL SECTION Content topics + high impact ad units

B1 | Health, April 16, 2020 | Express-News | San Antonio Express-News



what comes next.

"There has to be a clear coherent, sustained effort, and that has absolutely not happened," said Dr. William Schaffner, an infectious diseases specialist at Vanderbilt University in Nashville, Tennessee. "We've had just the opposite and now it's about using a whole series of bells."

There was "real luck" on the part of public health officials at the very start, Schaffner said, that the United States could lock down and contain the virus as China had. That false hope helped create an unrealistic expectation that the shutdown, while intense, would not be for long, and that when it was lifted life would return to normal.

That expectation was reinforced by President Donald Trump, who has downplayed the severity of the crisis, refused to wear a mask and began calling for states to open even as the virus was surging. A lack of federal leadership also meant that states lacked a unified approach.

No guidance from top states went their own ways. A number of them failed to use the shutdown to fully prepare to reopen in a careful manner. As Americans bought precious time trying to keep the virus at bay, experts advised the states urgently needed to establish a robust system for tracking and containing any new cases — through testing, monitoring and contact tracing. Without this, the pandemic would simply come roaring back.

Testing and contact tracing efforts were ramped up, but not enough in some places. Even states that did embark on such plans to do contact tracing

People walk along the Venice Beach boardwalk last week. More than four months into fighting the coronavirus in the U.S., the shared sacrifice of millions of Americans suspending their lives has not been enough to beat back the deadly pandemic.

Health officials in Massachusetts, which has one of the country's most established tracing programs, said it may take only about 50 percent of infected patients being picked up by the phone.

Just as the country needed to stay that down longer many states — mostly with Republican governors — took their foot off the brake, and Trump cheered them on.

In early May, when more than half of U.S. states had begun reopening parts of their economies, most failed to meet the tracking criteria recommended by the Trump administration itself to resume business and social activities.

The White House's rethinking guidelines suggested that states should have a "downward trajectory" of other documented coronavirus cases or of the percentage of positive tests.

Yet most states that were reopening failed to adhere to even these. It defied recommendations. They had case counts that were trending upward, positive results that were rising, or both, raising concerns among public health experts.

For America, a troubling new reality set in this week: Even as some parts of the country, like New York, were finally getting the virus under control, it was surging anew in others, like a terrifying resurgence in Texas and Florida.

In 29 states Friday as the outlook worsened across much of the nation's South and West. At least 29 states — Florida, Idaho, Kansas, Ok-

lahoma, South Carolina and Utah — had daily high Friday for reported new cases.

Fuming at "full circle" in Florida and Texas, governors closed bars Friday, as they scrambled to control what appeared to be a brewing public health catastrophe. All this is leaving people with a strange sense of déjà vu and a bitterness at public officials for what felt like a fumbling of people's sacrifices.

"Are we doing full circle? Yes," said July Ray, 57, a cosmetologist and hairdresser in Florida who was laid off from her job at a barbershop at Walk Street World last month.

"Everyone is missing the back," she said of political leaders in Florida. "You don't see the chain of command actually working."

Ray, a Disney employee for 20 years, said she had not received any unemployment benefits — federal or state, in the 10 weeks she has been off. She has called the unemployment office hundreds of times since March. Including this week, when she said she broke down into tears of frustration after being told her case was still pending. She has shelled \$200 out of her monthly budget and has been paying her mortgage from her savings.

"I don't think they care about what we've had to go through," Ray said of state authorities. "It's the ones that are the ones that hurt. You know?"

Many Americans started the pandemic with a strong feeling of solidarity, not unlike the days after

or countries have done a better job than the United States has, for home country of Jamaica did better, she said.

She has a governor who can't even say, "We're making wearing a mask mandatory," she said. "What did America do with that time?"

"All on different pages!" Schaffner offered a bleak prognosis for the country's next chapter with the virus. He said he did not expect the country to return to a full lockdown, so in order to contain the infection people would have to begin to change behaviors in ways that were uncomfortable, unfamiliar — wearing masks, not gathering in large groups indoors, staying 6 feet apart.

"The only alternative until we have a vaccine is all of these behavioral interventions that we know work," he said. But, he added, "The governors are all on different pages. It is no wonder that the average person is confused."

Abrina Saldado Esparrta, 59, chef and owner of Barrio Cafe in Phoenix, said a group of restaurant owners asked the governor to keep the state closed for longer, but it opened anyway — as did most restaurants. Now when she closes by, she sees "they are packed, there's no social distancing inside."

She said she spent her retirement money trying to keep her business afloat, but in April, had to close her newest restaurant, Barrio Cafe Gran Reserva.

"I had to survive?" she said, nodding ruefully that it had been nominated for a James Beard Foundation Award. "I'm about 60. I was going to retire in two years. That's not going to happen now."

What are the options as a parent?

Is virtual schooling better?

Will my child be required to wear a mask?

How to socialize in a socially distant world.

Will schools legally be able to open and when?



**BACK TO Homeschool You've Got This**

**H-E-B**

Helping Here.

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# BACK TO SCHOOL

OUR PRINT AUDIENCE

**Print Demographics**  
**Largest Reach in South Texas**

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**423K**

**Average Sunday Readers**

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**75%**

**Homeowners**

**\$65K**

**Avg. HHI**

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**144k**

**College Educated**

**San Antonio Express-News**

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# BACK TO SCHOOL

DIGITAL SPECIAL SECTION

Premium placement and high impact ad units



**JUST IN** San Antonio's top health official resigns as COVID-19 cases surge

**Happening Now**

- Texas review of more than 100 studies confirms cheering fact: Most children who get COVID-19 will do



**LOCAL**

Mayor Nirenberg proposed a resolution addressing police discipline. City

**LATEST NUMBERS**



SUPREME AD  
1080X240



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# BACK TO SCHOOL

OUR Express-News.com AUDIENCE

## Online Demographics Largest Reach in South Texas

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48K  
Adults 25-54

248K  
College Educated

---

30K  
Weekly Readers  
with a Household  
Income of 100K

75K  
Average  
household income

---



San Antonio Express-News

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# BACK TO SCHOOL

OUR mySA.com AUDIENCE

## Online Demographics Largest Reach in South Texas

---

3.6M Unique  
Users/Month

20M  
Monthly page views

---

75K  
Average  
household  
income

---



# 20 20 | **BACK TO SCHOOL**

## OUR EXPRESS-NEWS SOCIAL MEDIA NETWORK

### Post

We'll post your message on one of our O&O social channels



**San Antonio Express-News Jobs**

46K+ Followers



**mySA Contests & Promotions**

13K+ Followers

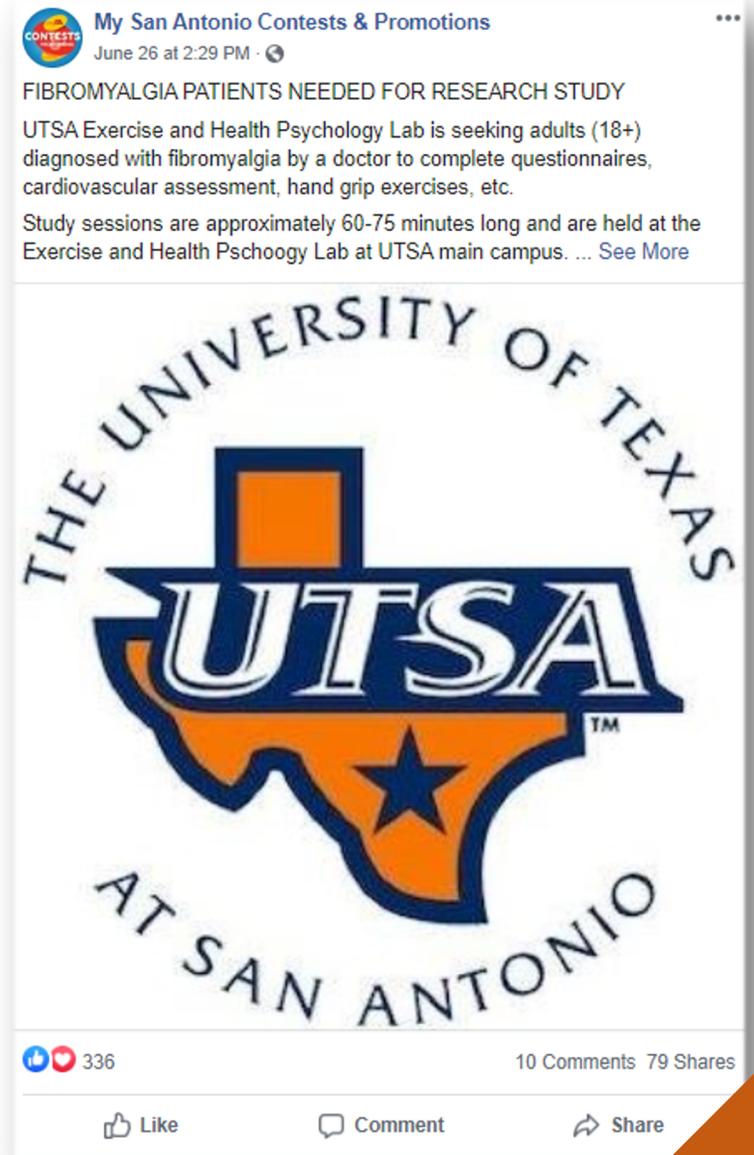
### Boost

Using granular targeting tactics (Demographics, Interests, Geographic Location, etc.) we will boost your posts to your ideal target audience (whether they follow our pages or not)

### Report

We will provide in-depth reporting to help you assess the value of campaign:

Impressions, Reactions, Comments, Shares,  
Clicks



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# BACK TO SCHOOL

## TITLE SPONSORSHIP ONLY ONE AVAILABLE

\$20k

Brand ride along  
and title  
positioning

Exclusive Share of Voice  
around Back to  
School Content on  
expressnews.com

Special Edition  
Front Strip

Special Edition  
Back Page or  
Full Page Editorial  
Adjacency

1,000,000 impressions on  
mySA.com (behavioral  
and/or geo targeted)

## GOLD SPONSORSHIP

\$6k

**ONLY 4 AVAILABLE**

Full page ad

### Choice of one of the following:

150,000 mySA.com display impressions.  
Audience and/or Geo-targeted. 970x250,  
300x250, 728(or 970)x90, 320x50

Sponsored Post and 30-day Mega Boost on  
Owned and Operated Social Platforms  
(Contests & Promotions or Jobs)

E-blast to 50,460 targeted recipients

## SILVER SPONSORSHIP

\$3.5k

1/2 page ad

### Choice of one of the following:

100,000 mySA.com display impressions.  
Audience and/or Geo-targeted. 970x250,  
300x250, 728(or 970)x90, 320x50

Sponsored Post and 30-day Boost on Owned  
and Operated Social Platforms  
(Contests & Promotions or Jobs)

E-blast to 38,460 targeted recipients

## BRONZE SPONSORSHIP

\$2k

1/4 page ad

### Choice of one of the following:

75,000 mySA.com display impressions.  
Audience and/or Geo-targeted. 970x250,  
300x250, 728(or 970)x90, 320x50

Sponsored Post and 21-day Boost on Owned  
and Operated Social Platforms  
(Contests & Promotions or Jobs)

E-blast to 31,250 targeted recipients

**Hurry, we are publishing August 23, 2020**  
**RESERVE SPACE BEFORE August 17, 2020**

It's easy to be a part of this historic section.  
Reach out to your Account Executive today.  
If you don't have an SAEN Account Executive  
please call (210) 250-3000 or email  
Marketing2@express-news.net

# BACK TO SCHOOL

## OPEN RATES

Size	Width x Depth	\$
Full	6 col. (9.94") x 20.75"	\$5,500
1/2 pg (H)	6 col. (9.94") x 10.25"	\$2,900
1/2 pg (V)	3 col. (4.90") x 20.75"	\$2,900
1/4 pg (H)	6 col. (9.94") x 5.10"	\$1,525
1/4 pg (V)	3 col. (4.90") x 10.25"	\$1,525
1/8 pg	3 col. (4.90") x 5.10"	\$775
1/18 pg	2 col. (3.22") x 3.50"	\$375

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