



Education Guide

Fall
2024

This way!

YOUR GO-TO RESOURCE FOR CONTINUING EDUCATION.

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 20

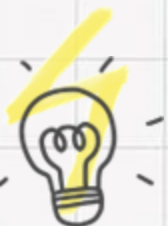
SPACE RESERVATION:
October 10

ART DEADLINE:
October 16

TYPE: TABLOID

IN ONE WEEK, SAEN PRINT + DIGITAL REACHES NEARLY HALF (46%) OF ADULTS IN THE SAN ANTONIO MARKET PLANNING TO ATTEND ADULT CONTINUING EDUCATION CLASSES IN THE NEXT YEAR.*

*Source: Research, R2 2023 Scarborough



3 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

Visitors to ExpressNews.com are 34% more likely to plan to attend adult continuing education classes in the next year, compared to the total market. *

Visitors to ExpressNews.com are 23% more likely to be currently enrolled in or attending a college or university, compared to the total market. *

Visitors to Hearst San Antonio websites are 31% more likely to plan to go back to school for a degree or certification in the next year, compared to the total market. *

Visitors to MySA.com are 54% more likely to have attended adult continuing education classes in the past year, compared to the total market. *

*Source: Scarborough Research, R2 2023

BOLT ON OPTIONS:

DELIVERABLE

ELEMENTS

MySA.com Targeting Impressions	75,000	\$
Custom Email w/Targeting	Custom email for 100,000 targeted recipients	\$
Social Post	Sponsored ad boosted from MySA main account w/100K impressions	\$
Story Syndication	500 Engagements Mo	\$

PRINT A LA CARTE OPTIONS:

Full page in printed section	9.94" X 9.75"	\$
Half page in printed section (Vertical or Horizontal)	9.94" X 4.75" OR 4.90" X 9.75"	\$
Quarter page in printed section	4.90" X 4.75"	\$

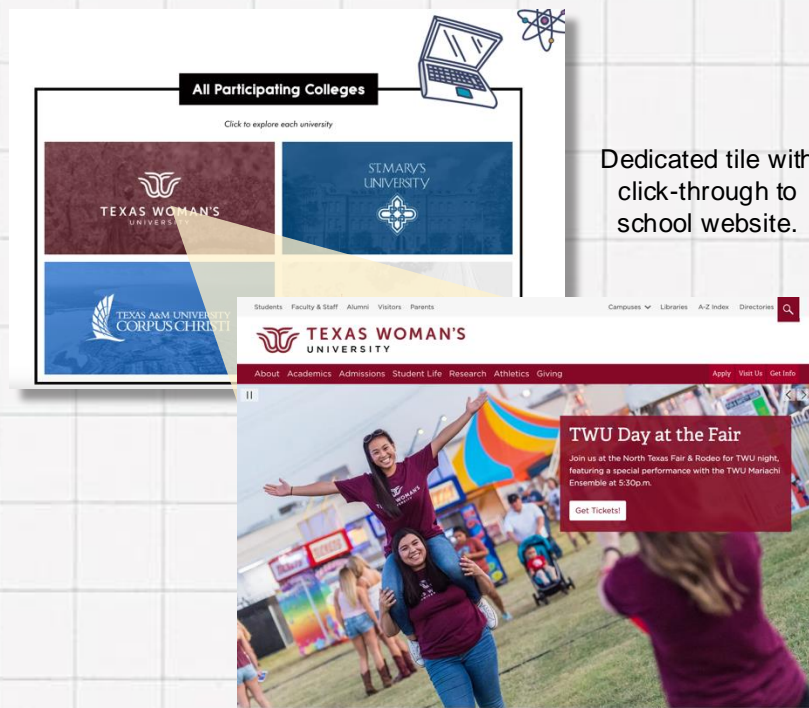
Online Hub



Click here to view

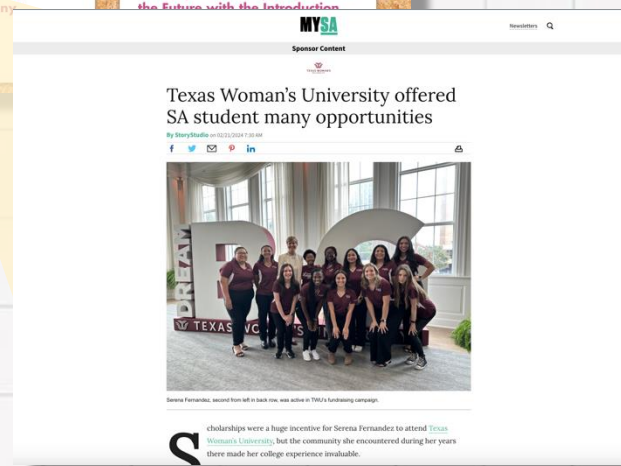
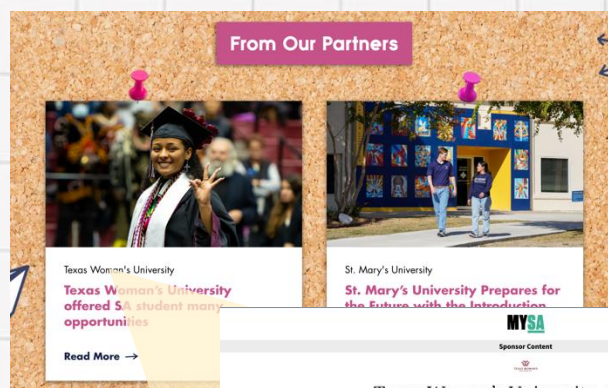
Sponsored Editorial with custom article.

Directory Listing

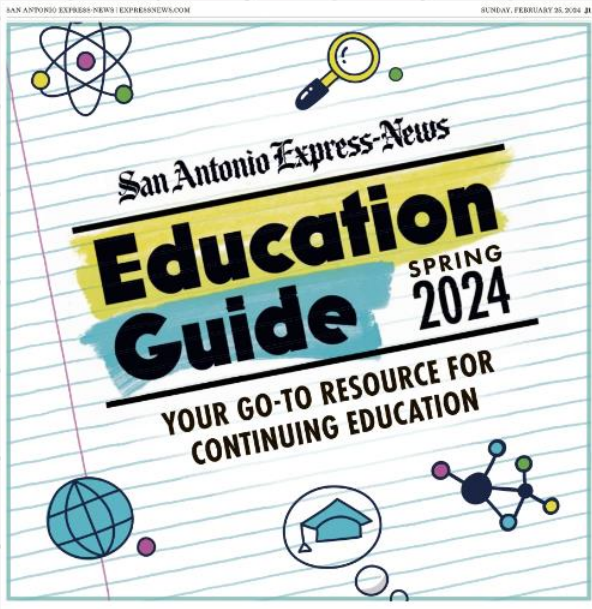


Dedicated tile with click-through to school website.

Featured Content



Section Content



Click on the image to view

View Past Editions



- **Thriving in Your First Year: Essential Tips for Freshmen** - Practical advice on making the most out of the first year in college or a trade program, including time management, study tips, and building a social network.
- **Building Your Brand: How to Network and Develop Professional Skills Early** – Discussing the importance of networking, internships, and developing a professional online presence. Offering guidance on creating LinkedIn profiles and tips for attending career fairs.
- **Roommate Relationships: Navigating Shared Living Spaces**- Offering advice on forming positive relationships with roommates, handling conflicts, and creating a harmonious living environment.
- **Maximizing Campus Resources: From Academic Support to Extracurriculars** – Highlighting the various resources available on campus, such as tutoring centers, libraries, health services, and student organizations. Encouraging students to take advantage of these opportunities to enrich their college experience.
- **Balancing Work and Learning: How Continuing Education Transforms Careers at Any Age**: Exploring the challenges and rewards of balancing work and continuing education as an adult.
- **The Trade School Advantage: Affordable Education with Immediate Career Impact**: Explores how trade schools offer an affordable and efficient path to high-demand careers through hands-on, industry-specific training.

*Content is subject to change.

