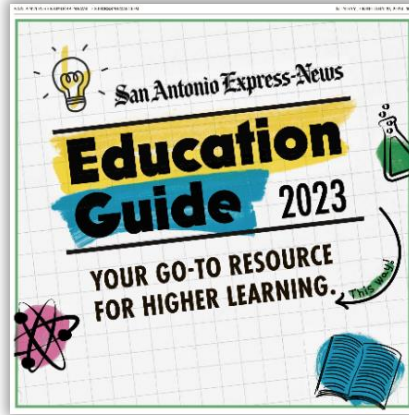


# EDUCATION GUIDE SPRING/FALL 2025

San Antonio Express-News **MYSA**



CLICK THE IMAGE TO VIEW PAST SECTIONS.

The San Antonio Express-News is creating the go-to guide for high school seniors, their parents, and anyone interested in starting or completing adult education programs. It's the perfect spot for advertisers to reach a motivated audience eager to take the next big step in their education and career. Don't miss out on the chance to put your brand front and center at a time when people are making life-changing decisions!

## AUDIENCE INSIGHTS

- In one week, SAEN print + digital reaches 44% of adults in the San Antonio market planning to attend adult continuing education classes in the next year.
- In one week, SAEN print + digital reaches nearly half (47%) of adults in the San Antonio market who have a child entering or in college.
- Visitors to expressnews.com are 26% more likely to plan to attend adult continuing education classes in the next year, compared to the total market.
- Visitors to expressnews.com are 34% more likely to be currently enrolled in or attending a college or university, compared to the total market.
- 186,700 or 17% of all households in the San Antonio DMA have teenagers residing there.

Source: Scarborough Research, R2 2024

## SPRING CONTENT TOPICS

- Finding the Right Fit: A Guide to Choosing Colleges and Programs
- Scholarships and Financial Aid 101: How to Fund Your Education
- Preparing for Campus Life: What Students and Families Need to Know
- Kickstart Your Career: Skills and Certifications in Demand



## IMPORTANT DATES & INFO

Section Type: **Tabloid**

	Spring	Fall
<b>Publish Date:</b>	2/23/25	10/19/25
<b>Sales Deadline:</b>	2/11/25	10/7/25
<b>Artwork Deadline:</b>	2/19/25 2pm	10/15/25 2pm

## ADVERTISING OPPORTUNITIES

### PLATINUM

Hub – Featured Listing & Map Pop ups + Directory Listing  
 Hub - Custom Content Marketing Campaign  
 Full Page in College Guide  
 Full Page Advertorial in College Guide  
 200k mySA.com Targeted Impressions

### GOLD

Hub – Featured Listing & Map Pop ups + Directory Listing  
 Hub - Content Marketing Campaign  
 Half Page in College Guide  
 Half Page Advertorial in College Guide  
 125k mySA.com Targeted Impressions

### SILVER

Hub – Featured Listing & Map Pop ups + Directory Listing  
 Quarter Page in College Guide  
 100k mySA.com Targeted Impressions

### BRONZE

Hub – Map Pop up + Directory Listing  
 75k mySA.com Targeted Impressions

### DELIVERABLE

MySA.com Digital Ads  
 Custom Email w/Targeting  
 Social Post  
 Story Syndication

### ELEMENTS

75,000 Targeting Impressions  
 Custom email for 100,000 targeted recipients  
 Sponsored ad boosted from MySA main account w/100K impressions  
 500 Engagements Mo

### PRINT A LA CARTE OPTIONS:

Full page in printed section  
 Half page in printed section (Vertical or Horizontal)  
 Quarter page in printed section

### SIZE:

9.94" X 9.75"  
 9.94" X 4.75" OR 4.90" X 9.75"  
 4.90" X 4.75"

[Contact us for pricing](#)

# EDUCATION GUIDE SPRING/FALL 2025

## IMPORTANT DATES & INFO: ONLINE HUB

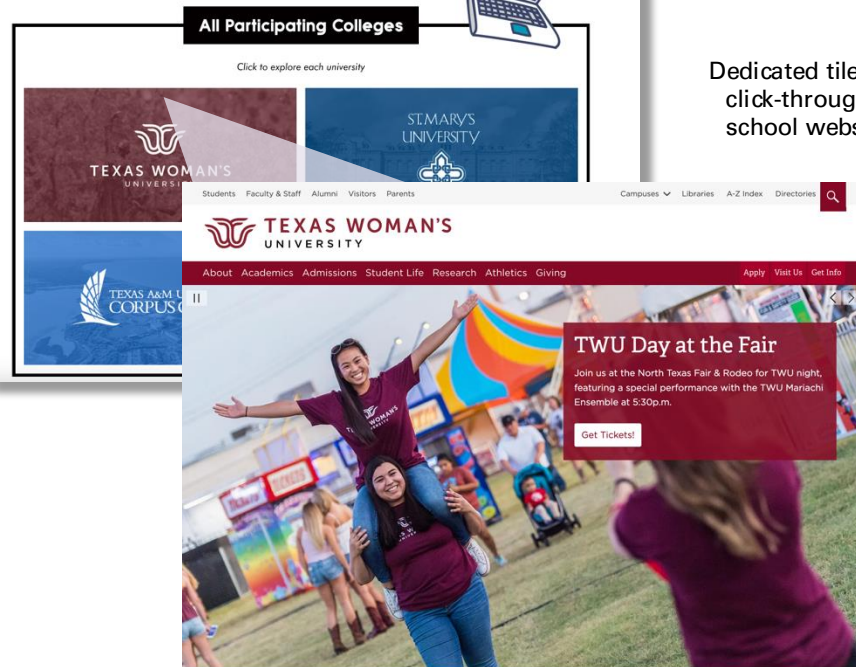
### ONLINE HUB



# Education Guide



### DIRECTORY LISTING



**ONLINE HUB DEADLINES**

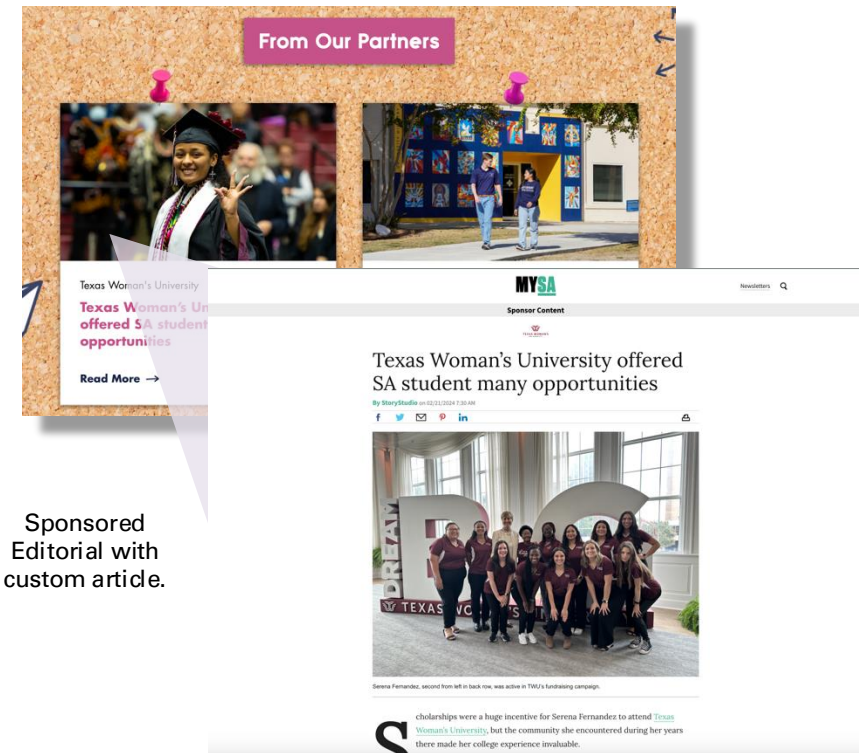
Platinum Custom Content & Directory Deadline: 1/24/25

Gold Content & Directory Deadline: 1/24/25

Silver & Bronze Directory Deadline: 1/28/25

Client provides their story to Story Studio: 2/4/25

### FEATURED CONTENT



Click here to view