



# RODEO GUIDE 2023

TAB

The San Antonio Express-News has teamed up with the San Antonio Stock Show & Rodeo to provide an insightful guide on what people need to know for the 2023 Rodeo.

FEB



PUBLISH DATE	02/05/23
AD DEADLINE	01/23/23
ART DEADLINE	01/30/23 NOON

AUDIENCE REACH

Our weekly print and digital readers are **14%** more likely to attend the San Antonio Stock Show & Rodeo, compared to the total market

**37,500** of our print and digital readers shopped at a western wear store in the past three months.

**244,500** SA DMA adults attended the San Antonio Stock Show & Rodeo last year.

**One out of five** of our print and digital readers say they are interested in pro rodeo events.

Source: Scarborough Research, R2 2022



PACKAGES

## TITLE SPONSORSHIP (ONLY 1 AVAILABLE)

- Front strip ad in special section
- Full page ad on back page
- Choice of one of the following:
  - 325K targeted MySA impressions
  - E-Blast to 120K targeted recipients

CONTACT US FOR PRICING

## GOLD (UNLIMITED)

- Full page color ad
- Choice of one of the following:
  - 125K online display impressions
    - sizes: 970x250, 300x250, 970x90, 320x50
  - E-Blast to 50K targeted recipients

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## BRONZE (UNLIMITED)

- Quarter page color ad
- 50K online display impressions on MySA

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## PLATINUM (ONLY 3 AVAILABLE)

- Full page color ad
- Choice of one of the following:
  - 150K online display impressions
    - sizes: 970x250, 300x250, 970x90, 320x50
  - E-Blast to 60K targeted recipients

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## SILVER (UNLIMITED)

- Half page color ad
- Choice of one of the following:
  - 75K online display impressions
    - sizes: 970x250, 300x250, 970x90, 320x50
  - E-Blast to 31,250 targeted recipients

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To request pricing, scan the QR Code or go to [hearstmediasa.com/rodeo-preview-guide](https://hearstmediasa.com/rodeo-preview-guide) and fill out the form.