

# Education Guide 2022

**YOUR GO-TO RESOURCE  
FOR CONTINUING EDUCATION.**



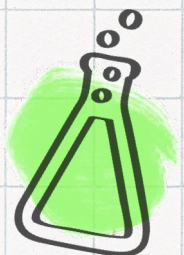
The San Antonio Express-News is putting together the ultimate resource for graduating high school seniors, their parents, and individuals looking for ways to start or finish adult education programs.

**DETAILS**  
LAUNCH:  
October 23  
SPACE RESERVATION:  
October 11  
ART DEADLINE:  
October 18

**REACH OUR 93K\* WEEKLY PRINT & DIGITAL AUDIENCE  
THAT ARE CONSIDERING COLLEGE THIS YEAR.**



**IN ONE WEEK, SAEN PRINT + DIGITAL REACHES NEARLY HALF (45%) OF  
ADULTS IN THE SAN ANTONIO MARKET PLANNING TO ATTEND ADULT  
CONTINUING EDUCATION CLASSES IN THE NEXT YEAR.\***



\*Scarborough: Market/Release: San Antonio, TX 2021 Release 1 Total (Jan 2020 - Jan 2021)

## 4 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      |      |

| BRONZE                            | \$\$ |
|-----------------------------------|------|
| Directory Listing                 |      |
| 75k mySA.com Targeted Impressions |      |

ExpressNews.com readers are **63%** more likely to attend adult continuing education classes than the average San Antonio DMA adult.\*

MySA.com readers are **65%** more likely than the market to have at least one child currently in college.\*

In one week, SAEN print + digital reaches **44%** of San Antonio parents with at least one child currently in college.\*


San Antonio adults visiting mySA.com are **57%** more likely than the market to go back to school for a degree or certification program.\*

## BOLT ON OPTIONS

| DELIVERABLE                        | ELEMENTS   |      |
|------------------------------------|--|------|
| <b>(Silver/Bronze) Maintenance</b> | Continued Logo Placement Presence, Inclusion in 1MMimpr to hub Monthly |      |
| mySA.com Targeting Impressions     | 75,000   |      |
| Total                              |  | \$\$ |
| <b>Platinum/Silver</b>             | Continued Logo placement presence, Inclusion in 1MM imp to hub monthly |      |
| Story Syndication                  | 500 Engagements Mo   |      |
| Total                              |  | \$\$ |

# Online Education Guide Hub

## Education Directory



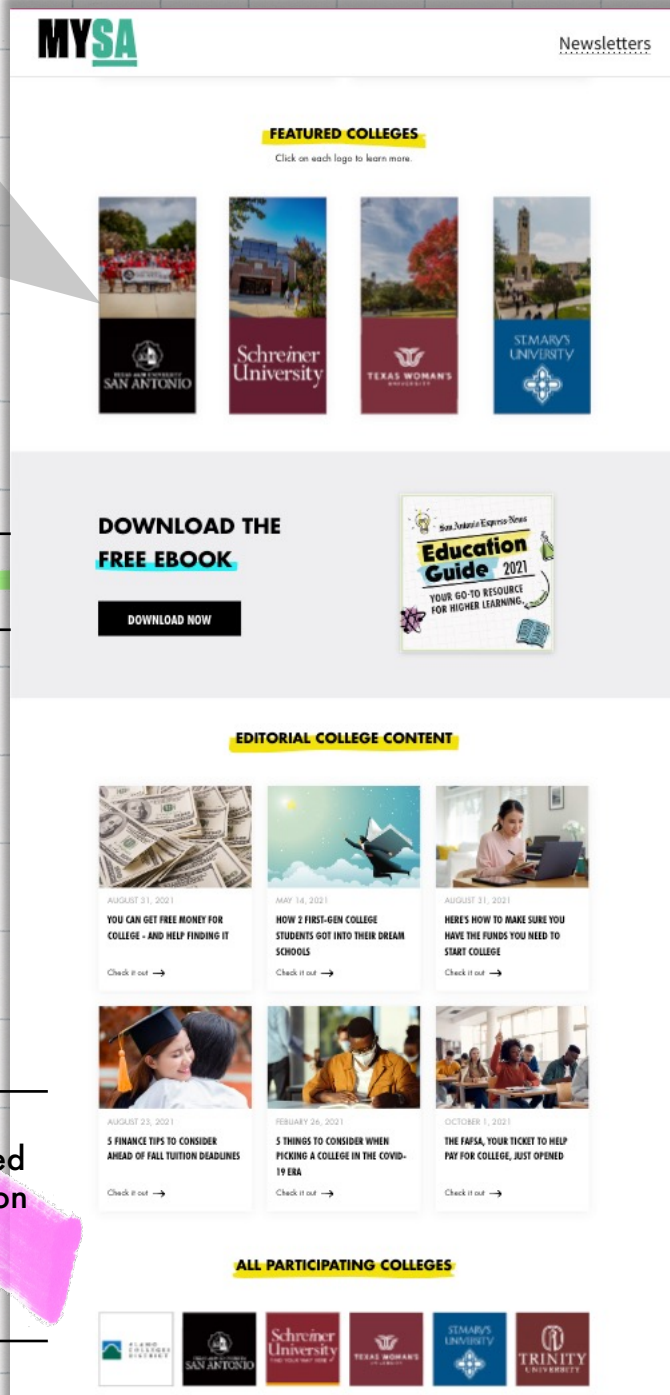
**TEXAS A&M UNIVERSITY SAN ANTONIO**

Texas A&M University-San Antonio (A&M-SA) is a contemporary university reflective of the diverse and heritage-rich community it serves. Founded as the first upper-division institution of higher education in South San Antonio, A&M-SA today is a comprehensive four-year university offering affordable, high-quality education.

Through the University's 33 undergraduate and 16 graduate degrees, students can pursue a wide variety of in-demand fields, such as education, business, information technology and cyber security, criminology and biology. A&M-SA prepares and empowers students with knowledge and marketable skills that prepare them for rewarding careers, responsible global citizenship and lifelong learning.

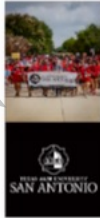
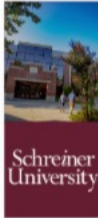

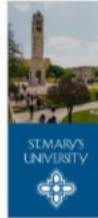
**LEARN MORE**

Popup with custom overview and site click-thru.



**MYSA** Newsletters




**FEATURED COLLEGES**  
Click on each logo to learn more.









**DOWNLOAD THE FREE EBOOK**






**DOWNLOAD NOW**

**EDITORIAL COLLEGE CONTENT**

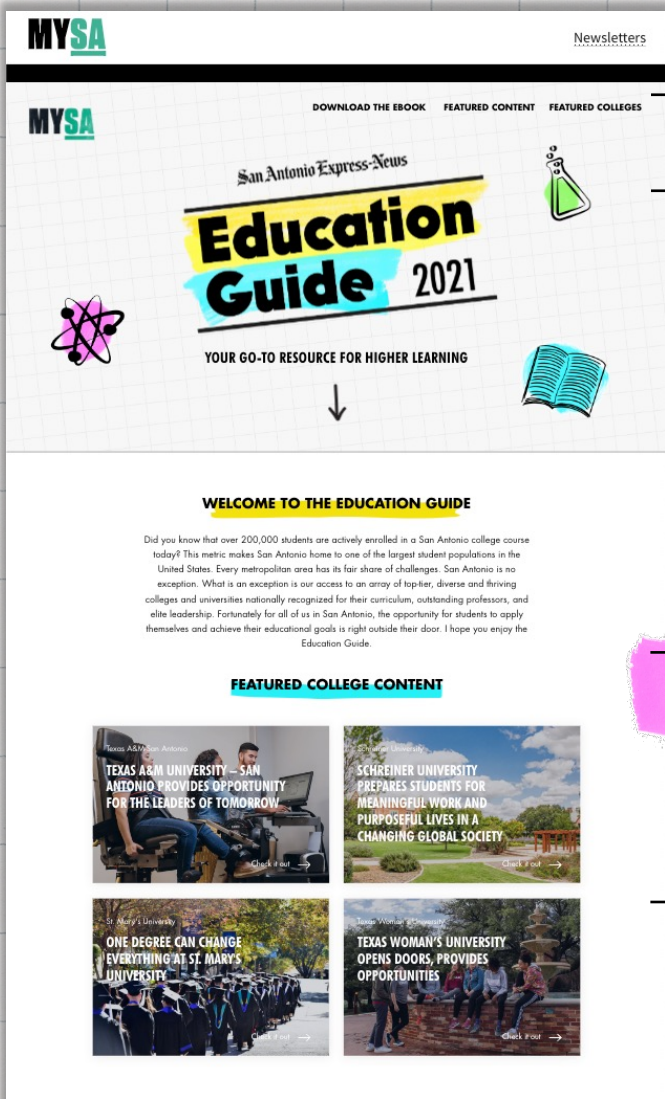




**ALL PARTICIPATING COLLEGES**

Free access to e-Edition

Enriching content provided by our education partners and Hearst content services.



**MYSA** Newsletters

DOWNLOAD THE EBOOK | FEATURED CONTENT | FEATURED COLLEGES

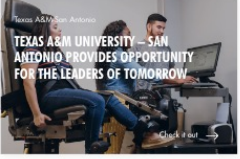



**San Antonio Express-News Education Guide 2021**

YOUR GO-TO RESOURCE FOR HIGHER LEARNING

**WELCOME TO THE EDUCATION GUIDE**

Did you know that over 200,000 students are actively enrolled in a San Antonio college course today? This metric makes San Antonio home to one of the largest student populations in the United States. Every metropolitan area has its fair share of challenges. San Antonio is no exception. What is an exception is our access to an array of top-tier, diverse and thriving colleges and universities nationally recognized for their curriculum, outstanding professors, and elite leadership. Fortunately for all of us in San Antonio, the opportunity for students to apply themselves and achieve their educational goals is right outside their door. I hope you enjoy the Education Guide.

**FEATURED COLLEGE CONTENT**

Wouldn't it be great to engage with your target customer in a high frequency campaign over 30 days AND have attribution behind it?

## BENEFITS TO THE ENROLLMENT ACCELERATOR:

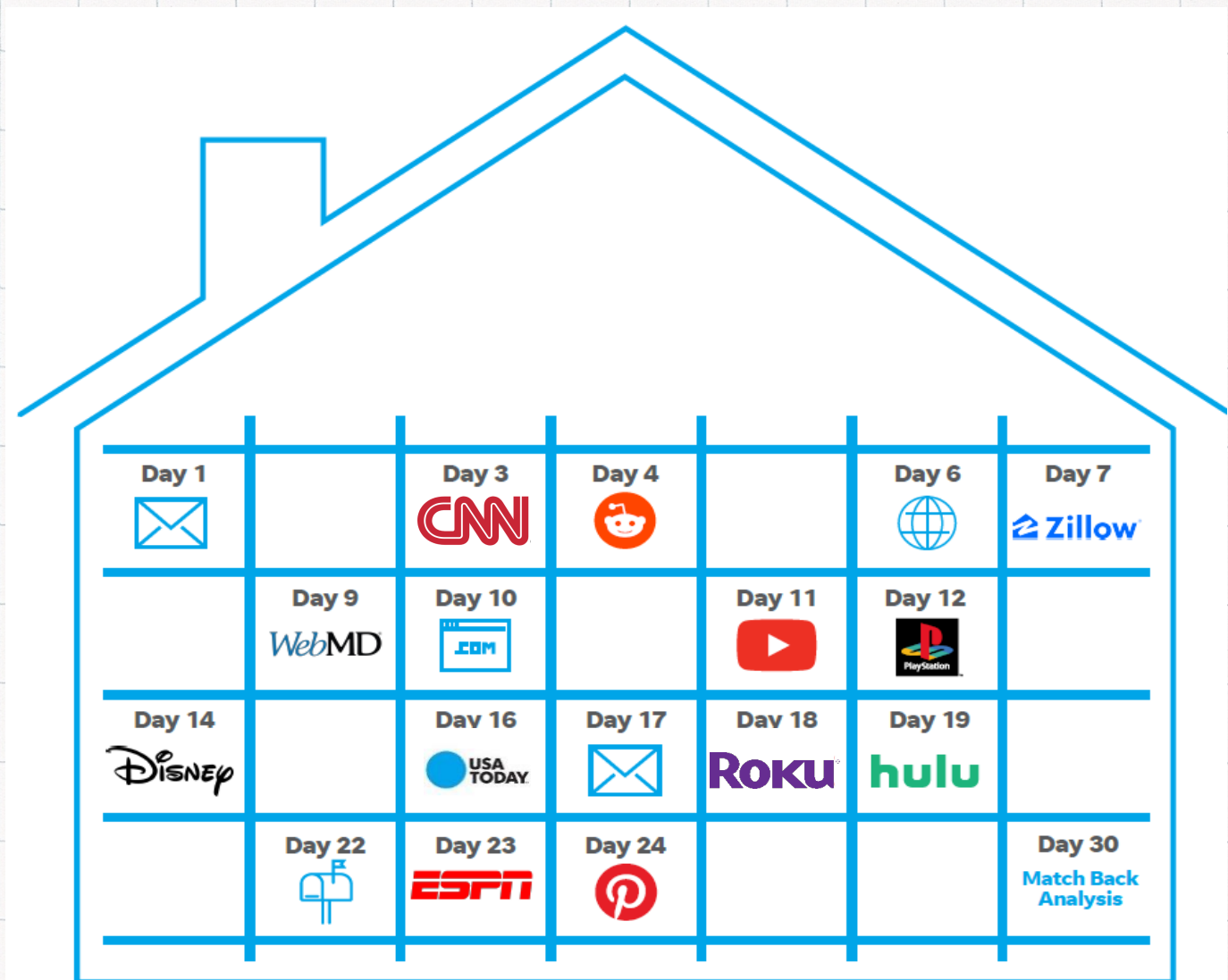
100% New Audience

Consistent Message over High Impact Media

Massive Frequency  
Across Multiple Platforms

\$1 per Household Acquisition

Full Attribution ROI



## Enrollment Accelerator

### 5K Direct Student\*

\$\$

Targeted Email

Addressable Geofenced Display

Addressable Geofenced CTV/OTT

Addressable Geofenced Connected Audio

### 5K Influencer\*

\$\$

Targeted Email

Addressable Geofenced Display

Addressable Geofenced CTV/OTT

Addressable Geofenced Pre-roll

### 10K Direct Student\*

\$\$

Targeted Email

Addressable Geofenced Display

Addressable Geofenced CTV/OTT

Addressable Geofenced Connected Audio

### 10K Influencer\*

\$\$

Targeted Email

Addressable Geofenced Display

Addressable Geofenced CTV/OTT

Addressable Geofenced Pre-roll

## Details\*

Geofencing for 'Direct Student' includes the following demographics:

San Antonio DMA

Adults Aged 18-20

Interested in continued Education

Geofencing for 'Influencer' includes the following demographics:

San Antonio DMA

Has a high school student in the household

The Enrollment Enhancer is a 30-day omni-channel approach with over 40 interactions.

Learn how you can be a part of this premiere program.  
Contact your account executive or [click here to get in touch.](#)