

CURRENT

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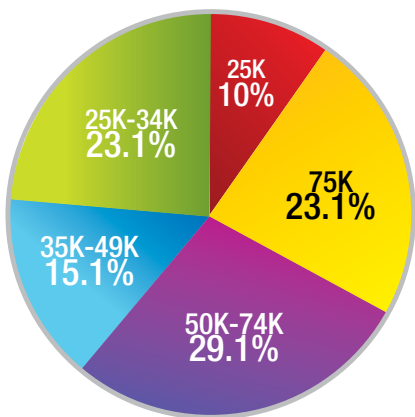
**SAN ANTONIO**  
**CURRENT**

**MEDIA KIT 2012**

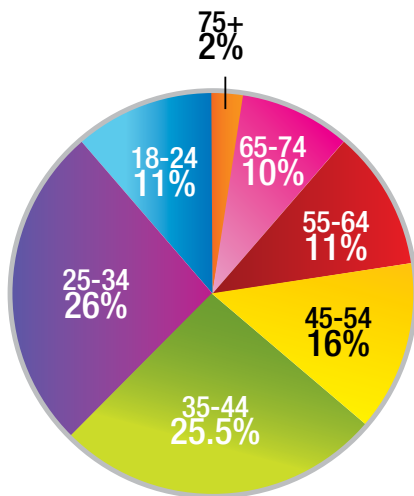
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CURRENT

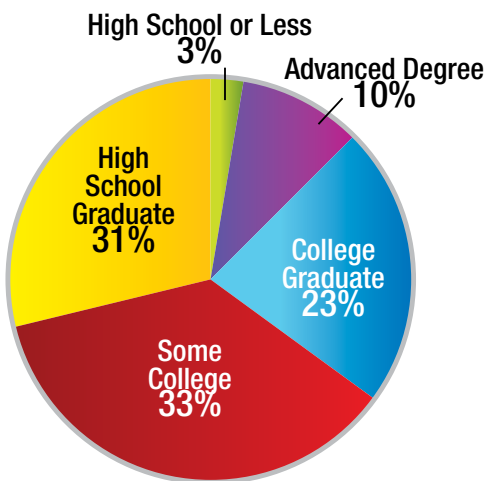
# SAN ANTONIO CURRENT



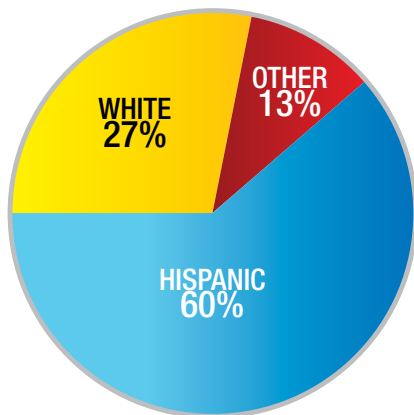
**ANNUAL INCOME**



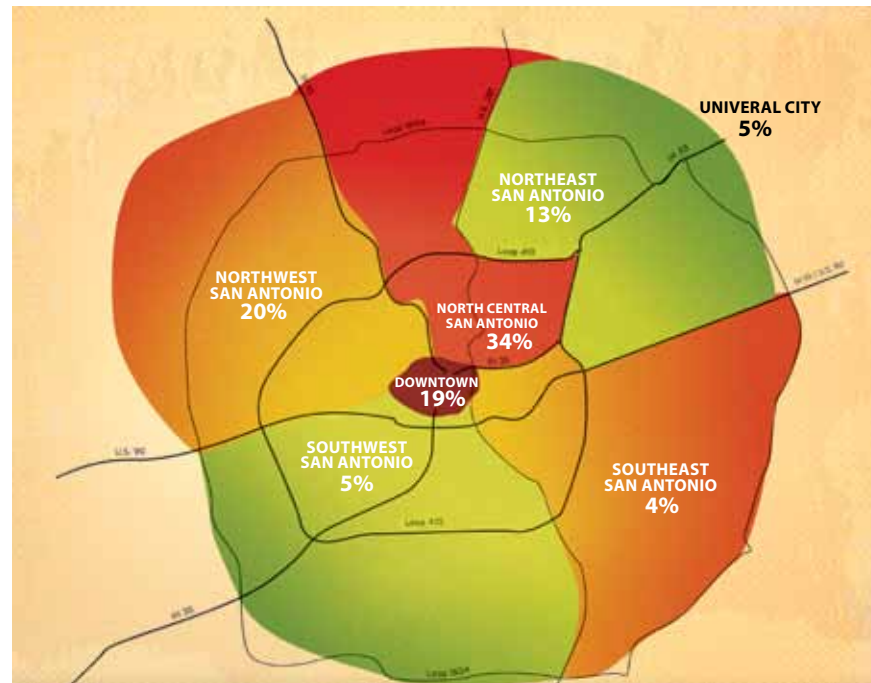
**AGE ANALYSIS**



**EDUCATION PROFILE**



**ETHNICITY PROFILE**



**40,000 Circulation EVERY WEDNESDAY**  
**144,059 Weekly Readers**

The Current is distributed free at over 1,000 locations in the San Antonio metro area, including office and government buildings, retail stores, restaurants, bars, clubs, and colleges.

Our circulation is audited by Verified Audit Circulation.

**Top Distribution Spots**

- Don&Ben's/Gabriel's
- King William
- N. St. Mary's
- Riverwalk
- Whole Foods
- UTSA

**T**his is your smart, quick-witted, sometimes shocking guide to life in San Antonio, fearlessly tracking the musicians, artists, politicians, and local eccentrics who make our city a hotbed of culture and intrigue. Our dedicated staff brings 25 years of experience to producing in-depth profiles, investigative stories, gloves-off criticism, and San Antonio's most comprehensive music, arts, and events calendar.

## Publisher

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**Tel. 210.227.0044**

**Retail Fax 210.227.7733**

**[www.sacurrent.com](http://www.sacurrent.com)**

# 98%

**of Current readers are  
at least 21 years old**

*The **Current** delivers an outstanding audience of adults who are educated and active in the marketplace.*

289,700	People have read one or more of our last 4 issues*
144,059	People on average read last week's issue*
42	Median age of our readers*
43%	Male readers*
57%	Female readers*
148,800	Readers are 25-44 years of age*
\$58,430	Average household income of our reader
208,000	Readers own their own residence
97,100	Readers have at least one college degree or advanced degree

\* Source: Media Audit, October 2008

The Current publishes every Wednesday and is distributed for free at over 1,000 locations in Bexar County.

Provides the largest calendar of events in San Antonio.

Dedicates more space to arts, culture, and entertainment coverage than any other media in town.

Consistently wins Local, State, and National awards for excellence in journalism.

# SAN ANTONIO CURRENT

**DEADLINE FOR ELECTRONICALLY SUBMITTED ADS:  
MONDAY BY NOON PRIOR TO DATE OF PUBLICATION.**

## CURRENT AD REQUIREMENTS:

**COLOR MODE:** CMYK or Grayscale (No RGB)

**DOT GAIN:** 25%

**IMAGE RESOLUTION:** 300 dpi or higher

**(Images pulled from web pages are only 72 dpi and do not reproduce well in print when enlarged to 300 dpi.)**

**MAXIMUM INK DENSITY:** 240%

### IMAGE FORMATS:

EPS

JPEG

PDF

TIFF

### SUPPORTED APPLICATIONS:

CS4 InDesign, Adobe Photoshop, Adobe Illustrator

## SENDING THE FILE:

**CC your ad to [incoming@sacurrent.com](mailto:incoming@sacurrent.com) as an attachment (PDF or ZIP archive file)**

### Include:

ADVERTISER'S/BILLING NAME

SIZE OF THE AD (1/4, 1/2, FP, etc.)

PUBLICATION DATE (Date ad will run)

Contact NAME & PHONE NUMBER

**For in-depth information about designing ads for newsprint, go to [www.snapquality.com/uploads/SNAP\\_2009\\_2\\_.pdf](http://www.snapquality.com/uploads/SNAP_2009_2_.pdf).**

**IF THE AD DOES NOT MEET THESE REQUIREMENTS, WE CANNOT GUARANTEE THE QUALITY OF THE FINISHED PRODUCT.**

## Ad Sizes

FULL  
PG.  
10x10.73

3/4 PG.  
7.45x10.73

JUNIOR  
7.47x8

1/2V  
PG.  
4.95  
x10.73

1/2H PG.  
10x5.3

1/3H PG.  
10x3.505

1/3V  
PG.  
4.95  
x7.11

1/4V PG.  
2.404  
x10.73

1/4 PG.  
4.95x5.3

1/6H PG.  
4.95x3.505

1/6V PG.  
2.404x7.11

1/8H PG.  
4.95x2.6

1/8V PG.  
2.404x5.3

1/12H PG.  
4.95x1.68

1/12V PG.  
2.404x3.505

1/16V PG.  
2.404x2.6

**915 DALLAS ST.  
SAN ANTONIO, TX 78215  
RETAIL 210.227.0044  
[WWW.SACURRENT.COM](http://WWW.SACURRENT.COM)**

# MECHANICAL REQUIREMENTS

## IMPORTANT ONLINE AD SUBMISSION INFORMATION:

San Antonio Current can build your online ad unit\* at no additional cost. Logo and any additional art or fonts to be used must be provided by the advertiser. **Deadline for art submissions to build your online ad is one week prior to the scheduled run.**

\*San Antonio Current does not produce Flash Media.

You may create and e-mail us an online ad. Deadline for client produced ads is one week prior to scheduled run.

Ads submitted exceeding maximum file size will be adjusted for optimum load time). Standard formats accepted are **GIF (static or animated) and JPEG**. Images resolution should be 72 pixels per inch and RGB color.

Flash media is accepted but may not exceed maximum file size noted, or ads will be returned for file-size reduction.

### Maximum File Size:

- Non-Flash 20K
- Flash 30K



**sacurrent.com has a monthly average of:**

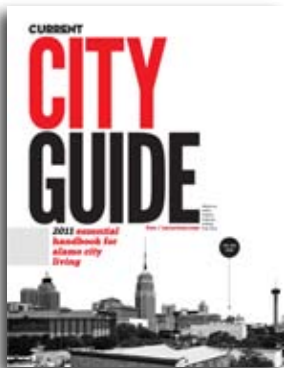
**66,000** unique visitors  
**422,929** page views

Source: May-Aug 2010 Google Analytics

**LINDER MOTION PRODUCTION CORPORATION**  
IS PROUD TO PRESENT  
FOR ONE WEEKEND ONLY!

**915 DALLAS ST.**  
**SAN ANTONIO, TX 78215**  
**RETAIL 210.227.0044**  
**WWW.SACURRENT.COM**

# SAN ANTONIO CURRENT



## CITY GUIDE

• **FEBRUARY 29**

Re-acquaint yourself with San Antonio's well known hot spots and be introduced to the secret spots. The San Antonio Current's 3rd annual City Guide will be there for you in 2011 as you plan for a night on the town. From drinking, dancing and live music, to shopping local at specialty

boutiques and music.



## ARTS ISSUE • MARCH 7

Every year, the Current publishes the most comprehensive coverage of San Antonio's city-wide Contemporary Art Month (CAM), including complete show and event listings, previews, reviews, critics' picks, and profiles of

local superstars and emerging artists. Local art lovers rely on the Current's weekly, candid reporting on this hometown, grassroots celebration.



## FIESTA GUIDE • APRIL 18

No one celebrates like San Antonio. And in this issue, we give you a look at one of the Alamo City's most fun and most talked about events. We'll stuff this issue like a piñata and let you take a swing!

## BEST OF SAN ANTONIO • APRIL 25

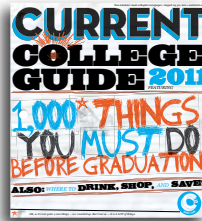


The largest issue of the year! It's the city's most comprehensive and respected 'best of' authority and is published around Fiesta, the annual 14-day city-wide party. With more than 150 'best of' categories, this is an issue you don't want to miss.



## SUMMER GUIDE • JUNE 20

Summer Guide is San Antonio's resource for what's cool when it's hot! Whether you're a seasoned local or a visiting tourist, we'll help you find ways to beat the heat and have fun!



## THE COLLEGE GUIDE

• **AUGUST 22**

New students = new customers. Our comprehensive college issue is the perfect cheat sheet for student life: the best college bars, coffee shops, and shopping; free wi-fi, outstanding sports teams, and new products and trends. The Current College Guide will put you at the top of the class.



## AUTUMN SHAKEDOWN

• **SEPTEMBER 26**

Fall Guide contains six weeks of hot things to do when the weather gets cool. It's the best way to kick start your fall advertising. With 6 weeks of events, festivals and other fall happenings, Fall Guide is a resource that readers look to over and over to make sure they don't miss out on a thing.

## FLAVOR: THE ULTIMATE FOOD LOVER'S GUIDE



• **OCTOBER 31**

Flavor is the city's most comprehensive dining guide. The full-color glossy magazine features hundreds of informative restaurant listings, making Flavor the dining guide that your customers will rely on for new culinary adventures and old standbys.

## THE HOLIDAY ISSUE • NOVEMBER 14



The Holiday Issue is THE guide to your holidays in San Antonio. Look to The Holiday Issue for quirky gift ideas, shopping tips, events, music and festivals around town from Thanksgiving to New Years. This issue contains a whole lot of cheer.



## THE DRINK ISSUE

• **DECEMBER 19**

Raise your glass with us in Last Call, the Current's drinking guide to San Antonio. Last Call is the city's best bar guide, with comprehensive listings and info on where to find the best beer selection, who pours the stiffest drinks, and what to order when you're new in town. Last Call is a glossy magazine that is distributed along side the Current over the course of several weeks.

# SPECIAL ISSUES

# SAN ANTONIO CURRENT

## JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

• Mega Jobs

## FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

• Valentine's Day  
• Fat Tuesday  
• City Guide

## MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

• Arts Issue  
• St. Patty's Day  
• Research Guide

## APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

• Easter  
• Fiesta Guide  
• Best Of SA

## MAY

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

• Cinco de Mayo  
• Mother's Day  
• Career Guide & Career Fair  
• Memorial Day

## JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

• Father's Day  
• Summer Guide

## JULY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

• 4th of July  
• Menu of Menus

## AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

• College Guide  
• Labor Day

## SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

• Fall Guide

## OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

• Halloween  
• Flavor  
• Research Guide

## NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

• Holiday Guide  
• Thanksgiving/Black Friday

## DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

• Drink Issue  
• New Year's

• Current Special Issue

• Holiday