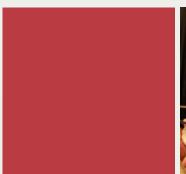


# CURRENT













# BY THE NUMBERS

#### **DISTRIBUTION**

- 30k distribution, weekly on Wednesday
- 1,000+ locations Bexar County

#### **AGE BREAKDOWN:**

18 - 24	12.1%
25 - 34	25.4%
35 - 44	20.7%
45 - 54	21.4%
55 - 64	12.5%
65+	7.7%

#### **SOCIAL MEDIA**

- 84k+ Facebook followers
- 47k+ Twitter followers
- 17k+ Instagram followers
- 15k+ weekly enewsletter subscribers

#### **READERSHIP**

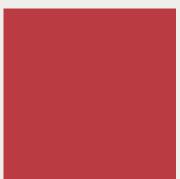
- 272k monthly SA CURRENT readers
- 4 million+ monthly SACurrent.com pageviews
- 300,000+ unique monthly SACurrent.com readers



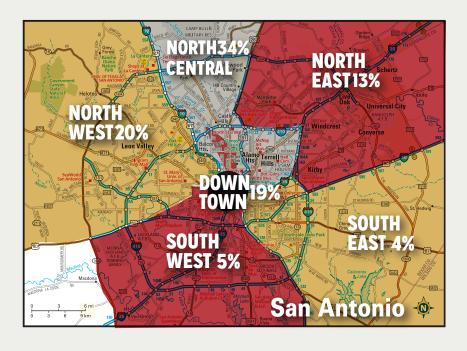












# WHERE TO FIND US

Pick up the San Antonio CURRENT at over 1,000 locations in San Antonio, including street boxes, gyms, grocery stores, retail stores, restaurants, bars and college campuses.

# TOP SPOTS

- •Whole Foods Quarry
- UTSA
- Riverwalk
- Whole Foods Vineyard N. St Mary's
- King William

Distribution is audited by Verified Audit Circulation



# SPECIAL S M T W T F S M T W T F S M T W T F S M T W T F S M T W T F S M T W T F S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T W T S M T S M T W T S M T W T S M T S M T W T S M T S M T S M T W T S M

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2/11 VALENTINE'S DAY 2/25 CITY GUIDE

	MARCH							
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3/4 ARTS ISSUE 3/11 ST. PATTY'S DAY

	APRIL								
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4/15 FIESTA 4/22 BEST OF SA



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5/6 MOTHER'S DAY 5/27 SUMMER GUIDE

SEPTEMBER									
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9/16 OUTDOOR ISSUE 9/30 MUSIC ISSUE

	JUNE								
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6/3 FATHER'S DAY 6/24 PRIDE ISSUE

	OCTOBER								
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10/14 THE BEER ISSUE 10/28 HALLOWEEN

	JULY								
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7/1 4TH OF JULY 7/21 FLAVOR

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11/18 HOLIDAY GIFT GUIDE

	AUGUST								
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8/19 COLLEGE ISSUE 8/26 LABOR DAY

DECEMBER						
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27	28	29	30	31		

12/23 TOP 10 ISSUE 12/30 NEW YEARS EVE



# CURRENT PARTNERS

We partner with a large variety of both local and national businesses and events. From local restaurants toThrough advertising, marketing, social media, grassroots and events, we help create a buzz around you.

It is our goal to provide unparalleled service, inspire creativity and become a true business partner.









THE SHOPS AT LACANTERA



















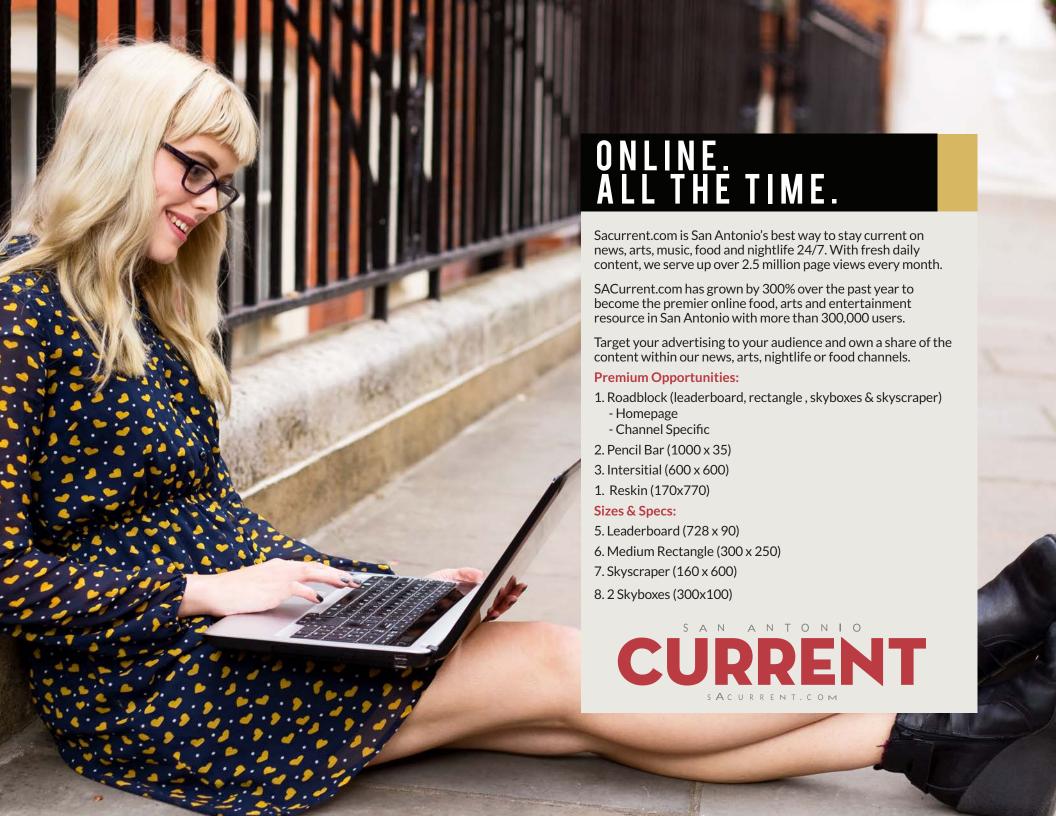














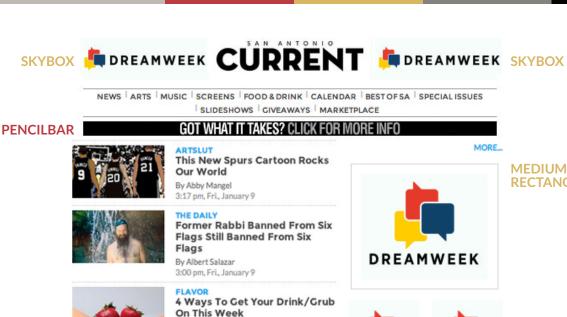
# PREMIUM **POSITIONS**

#### **ROADBLOCK**

- Take over our 4 positions (medium rectangle skybox, skyscraper, leaderboard) and be the only brand shown on our homepage for 24 hours
- Choose sacurrent.com homepage -OR-Channels pecific placement to deliver your message to the right audience, at the right time
- Exclusively target our 3 million+ digital visitors

#### **PENCIL BAR**

The Pencil Bar is a custom ad unit which will be anchored to eye level of the user's browser window. Named after its slim and long design, the Pencil Bar draws users eyes directly to the ad space.





#### SA SOUND 5 Shows to See This Weekend

By Shannon Sweet 5:00 pm, Thu., January 8

By Jessica Elizarraras

11:20 am, Fri., January 9

MORE OF THE LATEST

#### IN THIS WEEK'S ISSUE



A Bygone San Antonio Landmark Comes to Light in 'Rosengren's Books' BY STEVEN G. KELLMAN



Korean Bites are Best Bets at Café Manhattan House BY JESSICA ELIZARRARAS







**SKYSCRAPER** 

**MEDIUM** 

**RECTANGLE** 



**LEADERBOARD** 



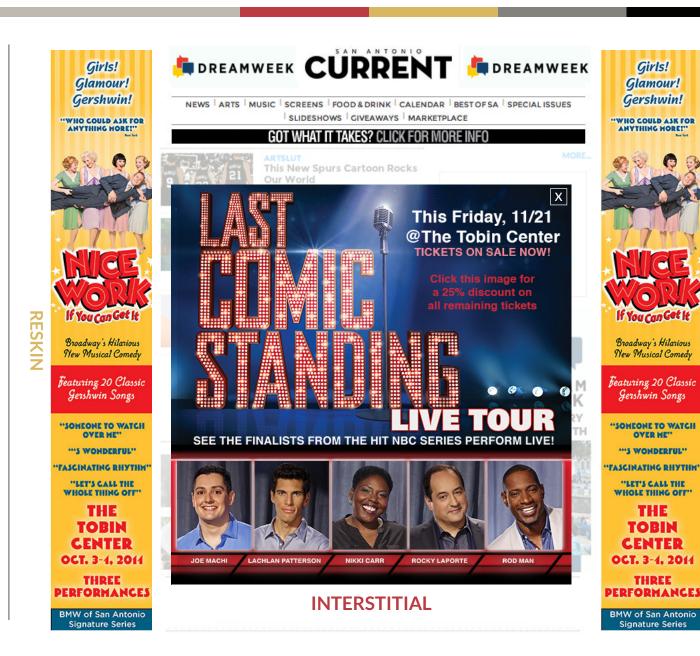
# PREMIUM **POSITIONS**

#### **INTERSTITIAL**

The Interstitial is a full page ad experience which precedes the content page. The ad displays until our users press the "x" button to close the unit, which will then automatically redirect to the content or users can click through to the ad.

#### **RESKIN**

The Reskin allows for dynamic ad content contained within the background of our homepage. This ad unit allows extra space for visitors to interact with the advertiser's message while not interrupting the website content.



Broadway's Hilarious New Musical Comedy

OVER HE"

"S WONDERFUL"

"LET'S CALL THE

THE

TOBIN CENTER

THREE

Signature Series

Girls!

Glamour!

Gershwin!



# STANDARD POSITIONS

#### **SKYBOXES**

2@300 x 100 PX ea.

#### **MEDIUM RECTANGLE**

300 x 250 PX

#### SKYSCRAPER

160 x 600 PX

#### **LEADERBOARD**

728 x 90 Px







NEWS ARTS MUSIC SCREENS FOOD & DRINK CALENDAR BEST OF SA SPECIAL ISSUES SLIDESHOWS GIVEAWAYS MARKETPLACE

#### GOT WHAT IT TAKES? CLICK FOR MORE INFO



#### This New Spurs Cartoon Rocks

Our World

By Abby Mangel 3:17 pm, Fri., January 9



Former Rabbi Banned From Six Flags Still Banned From Six Flags

By Albert Salazar 3:00 pm, Fri., January 9



4 Ways To Get Your Drink/Grub On This Week

By Jessica Elizarraras 11:20 am, Fri., January 9



#### SA SOUND

5 Shows to See This Weekend

By Shannon Sweet 5:00 pm, Thu., January 8

MORE OF THE LATEST

#### IN THIS WEEK'S ISSUE -



A Bygone San Antonio Landmark Comes to Light in 'Rosengren's Books' BY STEVEN G. KELLMAN



Korean Bites are Best Bets at Café Manhattan House BY JESSICA ELIZARRARAS



MORE.

MEDIUM **RECTANGLE** 



**JANUARY** 9TH - 20TH



**SKYSCRAPER** 





**JANUARY** 

**LEADERBOARD** 





# INBOX SERVICE

- Every week, thousands of San Antonians receive our e-newsletters
- 15k+ subscribers
- Delivered 3x a week
  - Wednesday: In This Week's Edition
  - Thursday: Weekend Picks
  - Friday: Flavor Friday
- Two sizes available
  - Medium Rectangle
  - Leaderboard
- Positions available vary by issue day

### E-BLAST



### Taco Overload? Cognitive Dissonance at Tacos and Tequila



I'm not the authority on the concept of puro. A Valley-transplant since 2004, I can be passed off as a native San Antonian ... to a few, that is until the prerequisite "what high school did you go to?"

query comes along.

Still, San Anto and I share a love for quality tacos, especially paired with a giant margarita. It's a bit jarring, especially given the multitude of taco joints in town, that there'd be a need for another ... especially one shipped in from Austin.

I'm not tyring to start another taco battle with our neighbor up 1-35. Having a taco-themed argument in Texas seems stlly a large them to the start of the start

#### > READ MORE

Concrete Jungle: South Presa's tikithemed watering hole is off to a solid start

Lunchtime Snob: Tiny space, bold flavors at



Ever's Cafe

In theory, a themed dining or drinking establishment conju emotions akin to apprehension.

recommendations.

You put some faith in me by visiting restaurants we review, and I'm wildly encouraged when readers take the time

to give me a heads up

#### > READ MORE

Flavor File: Changes for Kate's Frosting, plus a local chef visits James Beard

CULINARY CALENDAR

13 Ways to Get Your Drink/Grub on in 2015



You'll have to plan in advance if you want to enjoy a cupcake from here on out. The folks behind Kate's Prosting are turning their original location (asset) Mesin)

> READ MORE

Takeout,

Delivery,

& Catering

BIKE

into a pre-order only baker

> READ MORE

# FINE DINING ON THE SAN ANTONIO RIVER WALK BOOK A TABLE! WWW.BIGA.COM/MENUS 210.225.0722

## DEDICATED E-BLAST

- Sent to all e-news subscribers
- 100% your content
- Capture our audience with your message
- Exclusively target our 3 million+ digital visitors



Immerse yourself in San Antonio's premiere modern and contemporary art center by becoming a member of the McNay Art Museum. Unlimited free admission, exclusive discounts, and invitations to numerous parties throughout the year are only a few of the many benefits you'll receive when you join the McNay as an appreciated member.

Watch a movie with us at our Get Reel Film Series, sign up for a creative workshop, enjoy a lecture or performance, get a sneak peek of our major exhibitions, and take in our dynamic permanent collection of nearly 20,000 works of art whenever you want for FREE. And don't miss our popular monthly 2nd Thursdays events which include delicious food trucks and complimentary beverages.

All you have to do is purchase a membership once, and you're good for the next 365 days. That's a whole year full of fun, culture, and creativity! Additionally, your support helps the McNay collect, preserve, and exhibit works of art, and educate the public toward greater understanding and enjoyment of the arts.

So become a member, and bring your friends with you! We love our members, and will always let you know how much we do by honoring your exclusive membership privileges. We'll even send you two free guest passes when you join at the Dual/Family level or above.

To join the McNay or check out our membership levels and pricing Visit www.mcnayart.org Call 210.805.1756 Email membership@mcnayart.org

Sincerely,

Jessica Anderson Development Officer, Membership & Annual Giving



Enter the code "Current" in the comments field when joining online to receive your two free guest passes.

Join today and we'll see you soon at the McNay!



# INBOX SERVICE

- Every week, thousands of San Antonians receive our e-newsletters
- 15k+ subscribers
- Delivered 3x a week
  - Wednesday: In This Week's Edition
  - Thursday: Weekend Picks
  - Friday: Flavor Friday
- Two sizes available
  - Sponsored Post (720 x 250) 4 available
  - Leaderboard (728 x 90) 3 available
- Positions available vary by issue day
- Directs subscribers to calendar listing of sponsored event.

### WEEKEND PICKS E-BLAST





LEADERBOARD 728X90 \$200

Tuesday, June 23

### MARGARITA MADNESS



## POP UP BOUTIQUE



Saturday, June 26

### **FAMILY FRIENDLY**



### **EVENT LISTING**

#### Downtown Tuesday presents Be-Cause Margarita Madness

When: Tue., June 23, 6 p.m. 2015 Price: \$20

www.downtowntuesday.com

SPONSORED — Join us for Downtown Tuesday presents Be-Cause Margarita Madness. Celebrate the summer and San Antonio's favorite drink with us, the margarita! Downtown Tuesday partners will be serving up samples of their best margarita for the bragging rights to earn the Margarita Madness crown, along with your affection. Your \$20 ticket will get you to drink tickets (one margarita sample per ticket). We'll also have live entertainment, food and a great time celebrating downtown on a Tuesday night! Be there - at La Villita's Maverick Plaza on June 23 from 6 - 8 p.m.! Learn more about Downtown Tuesday, visit www.downtowntuesday.com. Proceeds will benefit United Way of San Antonio.

#### La Villita

418 Villita Street San Antonio

(210) 207-8610

ARABIS Be the first to review this location!

Tags: Special Events



Email
Print

SPONSORED CONTENT 720X250 \$200

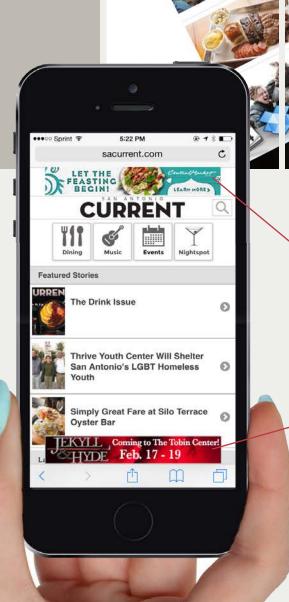
**SPONSORED** 















# MOBILE

Of our 2.5 million+ monthly SACurrent.com page views, 60%+ are visiting from a mobile device!

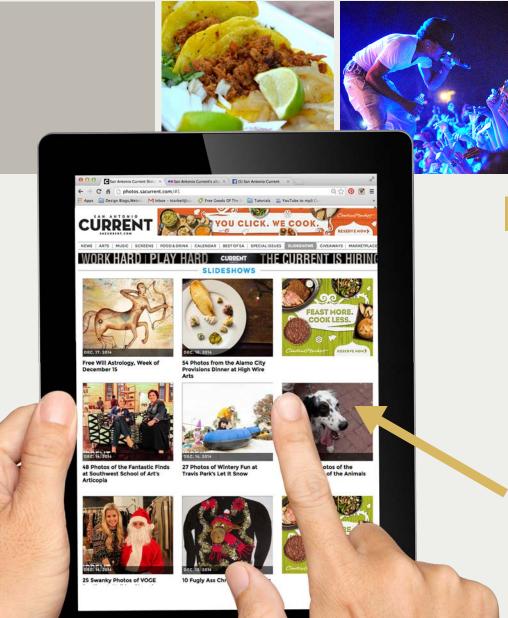
Leaderboards (320X50)



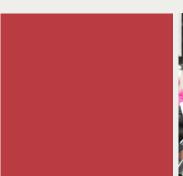




# CURRENTCOM









### EVENTS TEAM

The CURRENT EVENTS TEAM is a grassroots promotional team dedicated to showcasing the San Antonio Current and our partners. Utilizing the ever-growing SA CURRENT social media platforms and SACURRENT.com slideshow galleries, the SA CURRENT EVENTS TEAM is present at all of the biggest, best and most relevant cultural events, bars and restaurants in San Antonio, on any given day of the week, 24 hours a day.

We are culturally-active, plugged-in and social media savvy. We're a unique team of charmismatic, informed and dynamic San Antonians who are passionate about the San Antonio Current and our partners, and are happy to share our excitement with people in and around the city and online.

The most important part of the CURRENT EVENTS TEAM role is to grow awareness of our brand, your brand and engage our audiences with fresh and innovative real-time promotional activations!

#### WHAT WE DO:

- SA CURRENT EVENTS team posts on SA CURRENT social media in real-time, tagging their location and activity.
- SA CURRENT EVENTS team take onsite photographs at their events, to be uploaded as a slideshow gallery on PHOTOS.SACURRENT.COM and post-promoted via social media
- SA CURRENT EVENTS team gathers demo data and contact information using MICROSOFT tablets at their events
- SA CURRENT EVENTS team distributes promotional material and generates buzz and awareness about brands, businesses and upcoming events
- SA CURRENT EVENTS team bring energy and enthusiasm wherever they go!