

▶ *No other newspaper explores our city's communities like LOCAL.*

LOCAL

COMMUNITY NEWS

>> MEDIA KIT | 2016

WHO WE ARE | EDITORIAL OVERVIEW | DISTRIBUTION | RATES | SPECIFICATION | MECHANICALS | DEADLINES

LOCAL

ABOUT US

As the San Antonio area continues to grow, knowing what's happening just down the street is harder to keep up with. Local Community News monthly editions cover San Antonio by exploring neighborhood issues and trends and letting readers know everything from what business is coming in the next block over to how local government decisions will affect their lives.

Readers are treated to in-depth reporting of issues that hit closest to home, thoughtful profiles and viewpoints from those who shape the community. Local Community News also provides short news summaries to get readers up to speed on local events and developments.

We have an independent news staff to report without fear or favor as a trustworthy source of news. Editors and reporters want to hear from the readers, community leaders and businesses about what is important to them.

Local is where you are. **Local** is what we do.

MAILING ADDRESS:

4204 GARDENDALE STE. 201
SAN ANTONIO, TX 78229
OFFICE: 210-338-8842

WHO WE ARE:



GREGG ROSENFELD
CEO

In his last position, Rosenfield was Chief Operating Officer of Prime Time, Inc. He was responsible for all aspects of the operation including 22 publications, a web printing facility, 6 locations, a 70-person sales staff and company profitability. Rosenfield is married with five children and enjoys organic gardening.



THOMAS EDWARDS
EXECUTIVE EDITOR

Thomas Edwards is a veteran journalist who has covered San Antonio off and on for nearly three decades at the San Antonio Express-News and Prime Time Newspapers, as well as managing a daily newspaper in the Hill Country. He also is a self-described "military brat" who grew up on Fort Sam Houston and in the neighborhoods around the post. Half of his nearly 30-year career was spent covering crime, public safety and courts for the Express-News, where he saw enough tragedies — and a few triumphs — to fill a book or two. He is the former vice president of the San Antonio Press Club, a contributor to a wide variety of magazines and newspapers and an award-winning writer. Not long ago, he took first place in a state journalism contest for an article profiling a mass murderer now sitting on Death Row. He is married with two children, and splits his time between a home in north-central San Antonio and a horse farm west of Austin.

WHO WE ARE | EDITORIAL OVERVIEW | DISTRIBUTION | SPECIAL ISSUES | RATES | SPECIFICATION | MECHANICALS | DEADLINES

SPECIAL ISSUES 2016

- HEALTH & WELLNESS
- MEDICAL GUIDE
- FIESTA
- FOOTBALL GUIDE
- PET GUIDE
- HONORING VETERANS
- HOLIDAY GIFT GUIDE

The collage displays several special issue pages from the 'LOCAL' publication. Key sections include:

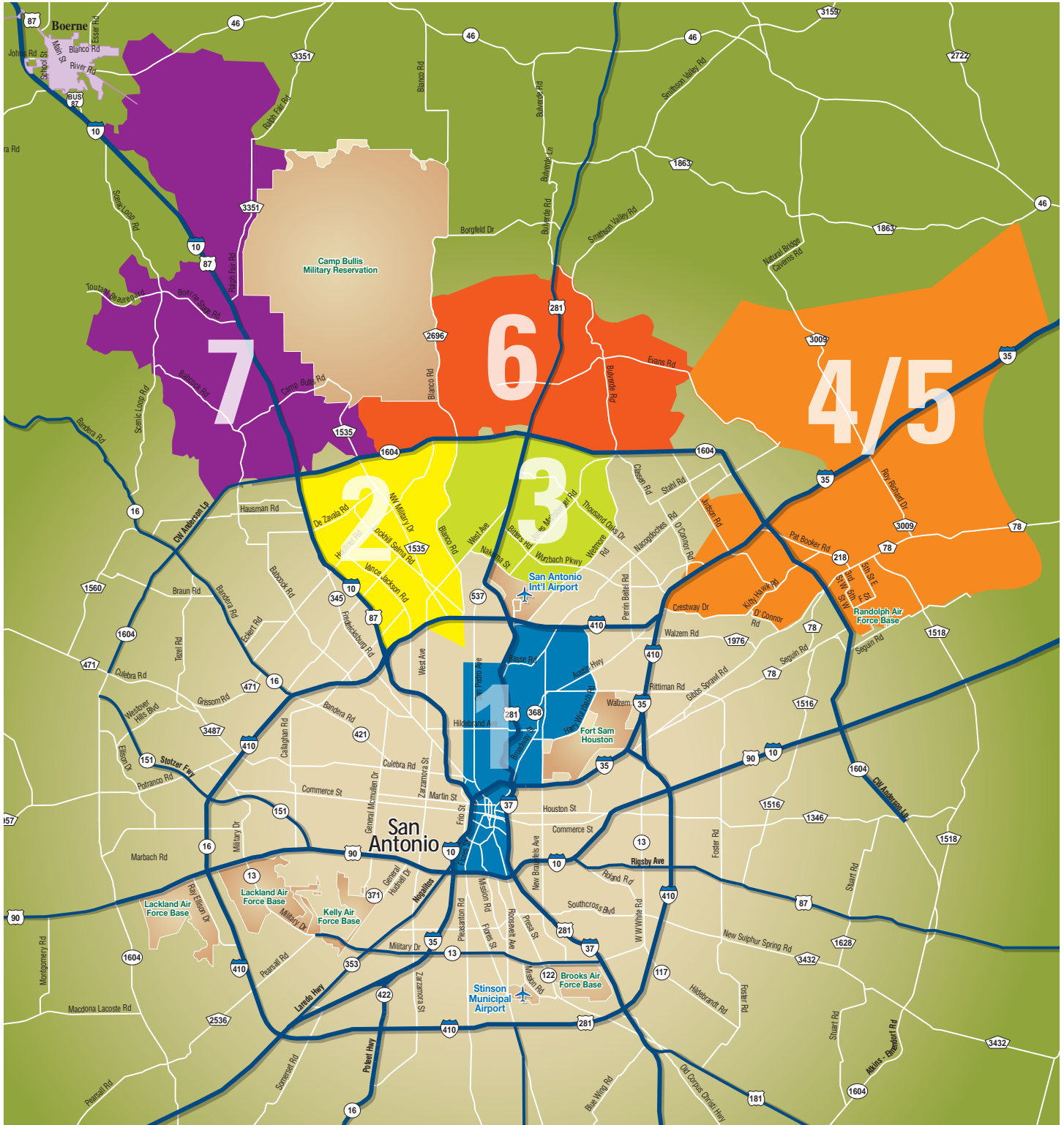
- THE BEAUTY PAGES:** Features articles like 'Relax' (Rejuvenate body and mind with hot rocks) and 'THE DRESS CHOICES' (How to choose the right dress).
- THE RESTAURANT PAGES:** Includes 'SA's Persian Flavors' and 'Off Lunch'/'Off Dinner' sections.
- THE FITNESS PAGES:** Titled 'Body and mind health', it discusses the connection between physical and mental well-being.
- THE MATHS PAGES:** Focuses on 'Vitamins & Supplements' and 'Get on the Right Path to Weight Loss in 2015'.
- Other sections:** 'Love your legs again!', 'IronFit Circuit Training', 'This year, get to a Healthier Place', and 'Cycle Hub'.

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Although some communities extend beyond the zones indicated, distribution of LOCAL focuses on the primary ZIP codes for each coverage area.

DISTRIBUTION:

ZONE 1 DIRECT MAIL: 32,500+

Local is direct mailed to more than 32,500 residences and business owners in the following communities:

- ALAMO HEIGHTS (78209)
- MONTE VISTA (78212)
- OLMOS PARK (78212)
- LOWER BROADWAY (78215)
- DOWNTOWN (78205)
- KING WILLIAM (78210, 78204)
- SOUTHTOWN (78210, 78204)
- TERRELL HILLS (78209)

ZONE 2 DIRECT MAIL: 39,500+

Local is direct mailed to more than 39,500 residences and business owners in the following communities:

- SHAVANO PARK
(78230, 78231, 78248, 78249)
- CASTLE HILLS (78213)

ZONE 3 DIRECT MAIL: 22,300+

Local is direct mailed to more than 22,300 residences and business owners in the following communities:

- HOLLYWOOD PARK (78232)
- HILL COUNTRY VILLAGE (78216)

ZONE 4/5 DIRECT MAIL: 40,844+

Local is direct mailed to more than 40,844 residences and business owners in the following communities:

- SELMA (78154)
- BRACKEN (78266)
- SCHERTZ (78154)
- GARDEN RIDGE (78132)
- CIBOLO (78108)
- UNIVERSAL CITY (78148)
- LIVE OAK (78233)
- CONVERSE (78109)

ZONE 6 DIRECT MAIL: 34,300

Local is direct mailed to more than 34,300 residences and business owners in the following communities:

- STONE OAK (78258, 78259, 78260, 78261)

ZONE 7 DIRECT MAIL: 21,988

Local is direct mailed to more than 21,988 residences and business owners in the following communities:

- 78015 FAIR OAKS
- 78023 SONOMA RANCH/HELOTES
- 78257 LEON SPRINGS
- 78255, 78256 I-10 CORRIDOR/DOMINION

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LOCAL LOCAL

COMMUNITY NEWS

TESTIMONIALS

Over the last 20 years we have tried many different avenues for advertising and spent thousands and thousand of dollars. We've been to courses to learn how to advertise, where to advertise, how to develop the "right" ad. Dentistry in San Antonio isn't an easy market when there are so many choices and most new patients come from word of mouth referrals. Finally we found something that actually works; well actually, they found us. The Local is absolutely the best money our office has ever spent on advertising. Everyone at Local is amazing, from our incredible sales person Kelly, to the creative minds of the ad team, we are seeing more new patients per month than ever before. We develop long term relationships with our patients and they become like family to us. Local brings us new family members daily. Local brings us into people's homes the right way, with news about their neighborhood and information that people want to read. Thank you to everyone at Local, not just for advertising that works, but for a great publication! We love our Local Paper! -- **Jodi Stolinski: Office Manager for Bernard Rust, DDS, MAGD**

Since we have started with Local our Business has increased. Local has been such a great company to do advertising with. The involvement and guidance has made it easy and profitable.

– **Joe Rodriguez,**
San Antonio
C&J Cabinets

I've been advertising with Local Community News for 3 years now! I've seen the paper grow, and it is helping my business grow. It allows me to reach many customers in different locations of the surrounding areas.

– **Annette Moore:**
Herbalife

A great publication that keeps the community informed and entertained. I read it cover to cover and keep it for the entire month as a reference for events and new businesses.

– **Leslie Edwards:**
KoKo Fit Club

Fantastic way to get information about what is happening right in your area! LOVE THIS PAPER!!!!

– **Lori Hagee,**
Reader

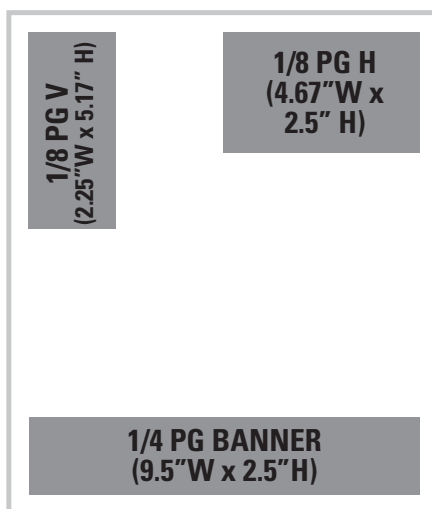
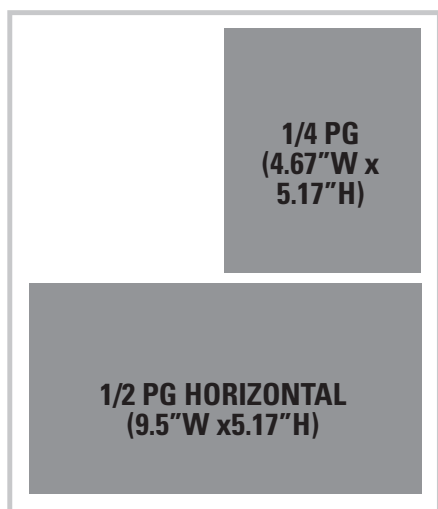
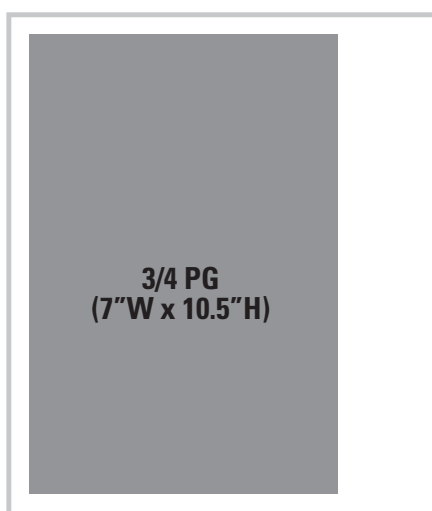
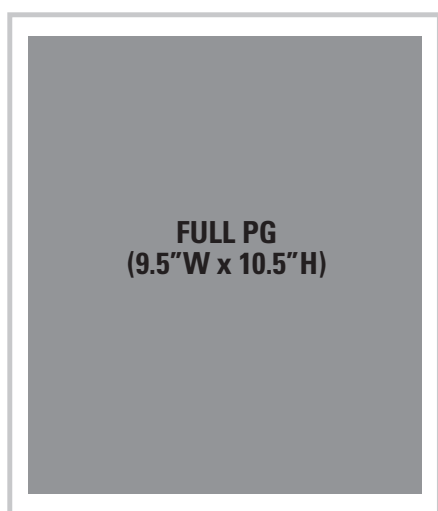
WHAT LOCAL CLIENTS ARE SAYING



MECHANICALS:

PAGE TRIM SIZE: 10 W X 11 H

ALL ADS ARE FULL COLOR



AD SPACE DEADLINES:

ZONE 1 ALAMO HEIGHTS • MONTE VISTA • OLMOS PARK • KING WILLIAM SOUTHTOWN • TERRELL HILLS

JANUARY 2016

SPACE CLOSE.....12/21/2015
CAMERA-READY.....12/25/2015

FEBRUARY 2016

SPACE CLOSE.....1/18/2016
CAMERA-READY.....1/22/2016

MARCH 2016

SPACE CLOSE.....2/22/2016
CAMERA-READY.....2/26/2016

APRIL 2016

SPACE CLOSE.....3/21/2016
CAMERA-READY.....3/25/2016

MAY 2016

SPACE CLOSE.....4/18/2016
CAMERA-READY.....4/22/2016

JUNE 2016

SPACE CLOSE5/23/2016
CAMERA-READY.....5/27/2016

JULY 2016

SPACE CLOSE6/20/2016
CAMERA-READY.....6/24/2016

AUGUST 2016

SPACE CLOSE.....7/18/2016
CAMERA-READY.....7/22/2016

SEPTEMBER 2016

SPACE CLOSE8/22/2016
CAMERA-READY8/26/2016

OCTOBER 2016

SPACE CLOSE9/19/2016
CAMERA-READY9/23/2016

NOVEMBER 2016

SPACE CLOSE10/17/2016
CAMERA-READY.....10/21/2016

DECEMBER 2016

SPACE CLOSE.....11/14/2016
CAMERA-READY11/18/2016

ZONE 2 & ZONE 7 CASTLE HILLS • SHAVANO PARK //FAIR OAKS • LEON SPRINGS • DOMINION - IH-10 CORRIDOR

JANUARY ISSUE 2016

SPACE CLOSE.....12/27/2015
CAMERA-READY.....12/31/2015

FEBRUARY 2016

SPACE CLOSE.....1/25/2016
CAMERA-READY.....1/29/2016

MARCH 2016

SPACE CLOSE.....2/29/2016
CAMERA-READY.....3/04/2016

APRIL 2016

SPACE CLOSE.....3/28/2016
CAMERA-READY.....4/01/2016

MAY 2016

SPACE CLOSE.....4/25/2016
CAMERA-READY.....4/29/2016

JUNE 2016

SPACE CLOSE.....5/30/2016
CAMERA-READY.....6/03/2016

JULY 2016

SPACE CLOSE6/27/2016
CAMERA-READY7/01/2016

AUGUST 2016

SPACE CLOSE7/25/2016
CAMERA-READY7/29/2016

SEPTEMBER 2016

SPACE CLOSE8/29/2016
CAMERA-READY.....9/02/2016

OCTOBER 2016

SPACE CLOSE.....9/26/2016
CAMERA-READY.....9/30/2016

NOVEMBER 2016

SPACE CLOSE10/24/2016
CAMERA-READY.....10/28/2016

DECEMBER 2016

SPACE CLOSE11/21/2016
CAMERA-READY.....11/25/2016

AD SPACE DEADLINES:

ZONE 3 & ZONE 6

HILL COUNTRY VILLAGE • HOLLYWOOD PARK // STONE OAK

JANUARY 2016

SPACE CLOSE 12/14/2015
CAMERA-READY..... 12/18/2015

FEBRUARY 2016

SPACE CLOSE 1/11/2016
CAMERA-READY..... 1/15/2016

MARCH 2016

SPACE CLOSE 2/15/2016
CAMERA-READY..... 2/19/2016

APRIL 2016

SPACE CLOSE 3/14/2016
CAMERA-READY..... 3/18/2016

MAY 2016

SPACE CLOSE 4/11/2016
CAMERA-READY..... 4/15/2016

JUNE 2016

SPACE CLOSE 5/16/2016
CAMERA-READY 5/20/2016

JULY 2016

SPACE CLOSE 6/13/2016
CAMERA-READY 6/17/2016

AUGUST 2016

SPACE CLOSE 7/11/2016
CAMERA-READY 7/15/2016

SEPTEMBER 2016

SPACE CLOSE 8/15/2016
CAMERA-READY..... 8/19/2016

OCTOBER 2016

SPACE CLOSE 9/12/2016
CAMERA-READY..... 9/16/2016

NOVEMBER 2016

SPACE CLOSE 10/10/2016
CAMERA-READY..... 10/14/2016

DECEMBER 2016

SPACE CLOSE 11/07/2016
CAMERA-READY..... 11/11/2016

ZONE 4 & ZONE 5

UNIVERSAL CITY • LIVE OAK • WINDCREST • CONVERSE // SELMA • BRACKEN • SCHERTZ • GARDEN RIDGE • CIBOLO

JANUARY ISSUE 2016

SPACE CLOSE 1/04/2016
CAMERA-READY..... 1/08/2016

FEBRUARY 2016

SPACE CLOSE 2/01/2016
CAMERA-READY..... 2/05/2016

MARCH 2016

SPACE CLOSE 3/07/2016
CAMERA-READY..... 3/11/2016

APRIL 2016

SPACE CLOSE 4/04/2016
CAMERA-READY..... 4/08/2016

MAY 2016

SPACE CLOSE 5/02/2016
CAMERA-READY..... 5/06/2016

JUNE 2016

SPACE CLOSE 6/06/2016
CAMERA-READY..... 6/10/2016

JULY 2016

SPACE CLOSE 7/04/2016
CAMERA-READY..... 7/08/2016

AUGUST 2016

SPACE CLOSE 8/01/2016
CAMERA-READY..... 8/05/2016

SEPTEMBER 2016

SPACE CLOSE 9/05/2016
CAMERA-READY..... 9/09/2016

OCTOBER 2016

SPACE CLOSE 10/03/2016
CAMERA-READY..... 10/07/2016

NOVEMBER 2016

SPACE CLOSE 10/31/2016
CAMERA-READY..... 11/04/2016

DECEMBER 2016

SPACE CLOSE 11/28/2016
CAMERA-READY..... 12/02/2016

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