The San Antonio Current has served as the city's premiere, award-winning multimedia source of alternative news, events and culture since 1986. The San Antonio Current bravely tackles issues that affect the local community and cover the most important people and events in San Antonio, all while growing the brand’s culturally-active audience across its multimedia platforms. The San Antonio Current produces and sponsors countless cultural events each year, reaching both a local and regional audience.

We help local and regional businesses grow their brand across our multiple advertising platforms: print, digital, social and events to reach our diverse, non-traditional audiences.
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 Issues & Holidays

<table>
<thead>
<tr>
<th>Month</th>
<th>Special Issue &amp; Holiday</th>
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<tr>
<td>January</td>
<td>1/14 THE DRINK ISSUE</td>
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<td>1/28 SUPERBOWL</td>
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<td>February</td>
<td>2/11 VALENTINE’S DAY</td>
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<td>2/25 CITY GUIDE</td>
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<td>March</td>
<td>3/4 ARTS ISSUE</td>
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<td>5/27 SUMMER GUIDE</td>
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<td>6/24 PRIDE ISSUE</td>
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<td>9/16 OUTDOOR ISSUE</td>
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<td>9/30 MUSIC ISSUE</td>
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<td>November</td>
<td>11/18 HOLIDAY GIFT GUIDE</td>
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<td>December</td>
<td>12/23 TOP 10 ISSUE</td>
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<td>12/30 NEW YEARS EVE</td>
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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.
Online. All the Time.

SACurrent.com is San Antonio’s best way to stay current on news, arts, music, food and nightlife 24/7. With fresh daily content, we serve up over 2.5 million page views every month.

SACurrent.com has grown by 300% over the past year to become the premier online food, arts and entertainment resource in San Antonio with more than 300,000 users.

Target your advertising to your audience and own a share of the content within our news, arts, nightlife or food channels.

Premium Opportunities:
1. Roadblock (leaderboard, rectangle, skyboxes & skyscraper)
   - Homepage
   - Channel Specific
2. Pencil Bar (1000 x 35)
3. Intersitial (600 x 600)
4. Reskin (170x770)

Sizes & Specs:
5. Leaderboard (728 x 90)
6. Medium Rectangle (300 x 250)
7. Skyscraper (160 x 600)
8. 2 Skyboxes (300x100)
**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 specific 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.
**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.
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
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.
- Concrete Jungle: South Press's tiki-themed watering hole is off to a solid start.
- Lunchtime Snaps: Tiny spaces, bold flavors at Eleny's Café.

CULINARY CALENDAR
13 Ways to Get Your DrinkGrub on in 2015

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 premier modern and contemporary art center by becoming a member of the McNay Art Museum. Unlimited free admions, exclusive discounts, and invitations to renowned parties throughout the year are just 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 Real 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’ll be 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 advocate for 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 we 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!
• 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.

Tuesday, June 23
Margarita Madness

Margarita Madness

Wednesday, June 23
In This Week’s Edition

Thursday, June 26
Weekend Picks

Friday, June 26
Flavor Friday

Saturday, June 26
Family Friendly

LEADERBOARD
728x90
$200

EVENT LISTING
Downtown Tuesday presents Be-Cause Margarita Madness

Where: Tub, June 23, 6 p.m. 2015
Price: $20
www.downtowntuesday.com

SPOONERED — 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 margaritas for the buying 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) 207-8433
www.lavillita.com

SPONSORED CONTENT
720X250
$200

SPONSORED
A smart social media strategy plays an integral role in communicating with your customers and prospects

- Engage our audience on Facebook, Twitter and Instagram

SACURRENT.COM

- 124k+ Social Media followers
- 84k+ Facebook followers
- 47k+ Twitter followers
- 17k+ Instagram followers
More than 30,000 downloads in San Antonio. App users can find out what happy hours are happening right now, right in their area. The app is geotargeted to showcase Happy Hours happening now, closest to the user. Enhance your presence with featured listings and premium advertising.

**FEATURED LISTING:**

With a featured listing, your Happy Hour will be featured at the top of our Happy Hour Listings, regardless of where the user is located.
Of our 2.5 million+ monthly SACurrent.com page views, 60%+ are visiting from a mobile device!
CURRENT EVENTS

SAN ANTONIO FLAVOR - March 5th
Food enthusiasts, rejoice! San Antonio's ultimate dining event has arrived and this scene has it all. Sample bites from local restaurants, enjoy beer, wine and cocktail samples, live entertainment and the coveted Culinary Showdown!

BEST OF SAN ANTONIO - April 24th
The SA CURRENT is dedicated to celebrating the city of San Antonio through its annual Best of San Antonio campaign. Each year, the CURRENT spotlights sponsors in front of the most influential people in the city at the highly anticipated Best of San Antonio party.

COCKTAIL, THE EVENT - July 24th
Notable local bartenders, clients, media and San Antonio's movers and shakers enjoy an evening of food, live entertainment, art and apothecary-style cocktails. The city's most celebrated mixologists come to celebrate the beloved cocktail and impress you with their amazing cocktail making abilities.

SAN ANTONIO MUSIC AWARDS & SHOWCASE - Oct 3 & Oct 6
The San Antonio Music Awards celebrates the city's local thriving music scene by featuring over 25 bands and DJ's at 10 different local venues – each representing the various genres and talent our city has to offer. The Music Awards recognizes the winners of the Music Awards poll in an evening of live music, food and drinks.

SAN ANTONIO BEER FESTIVAL – Oct 17
Calling all beer enthusiasts! Join us for the largest beer festival in San Antonio. Sample over 200 craft and premium beers from local breweries and around the world. Plus, wine tasting, interactive games, tasty eats and live music to keep the party going all afternoon.

SAN ANTONIO SNOW BALL – December
Dust off your snow suit and gear up for San Antonio’s coolest winter event featuring REAL SNOW, laser light show, real snow, surprise visits from live performers & more! Expect cold beer, frosty spirits and the best bites in town.
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Let the CURRENT help you plan and execute your event. With a network with hundreds of businesses in town and the expertise to effectively advertise your event, we are a great partner and can help plan, facilitate and bring in sponsors for your event.

SAMPLE PARTNERSHIP: McNay Second Thursdays
GOAL: Grow awareness & loyalty with new generation of museum goers.
- Monthly music & art celebration
- Partnership includes:
  - Advertising (print, online, email)
  - Social Media
  - Grassroots promotions
  - Events Team Presence
  - Photo recaps
- Partners secured for event:
  - Crispin Cider
  - North Park Subaru
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 charismatic, 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!