marketing • events • media

2017 overview deck
The San Antonio Current has served as the city’s premiere, award-winning multimedia source of alternative news, events and culture since 1986. We bravely tackle 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 dozens of cultural events each year, reaching both a local and regional audience.

**READERSHIP**
272K monthly SA CURRENT readers
6 million+ monthly SACurrent.com page views
600K+ unique monthly SACurrent.com visitors

**DISTRIBUTION**
30K Copies distributed weekly
1,000+ boxes in Bexar County
Magazines distributed at events throughout the year
Active distribution – as the city moves & grows, we move with it

**SOCIAL MEDIA**
Facebook: 142,000+ followers
Twitter: 113,000+ followers
Instagram: 73,500+ followers

**EMAIL MARKETING**
30,000+ weekly subscribers
where to find us

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

top spots

- WHOLE FOODS QUARRY
- RIVERWALK / DOWNTOWN
- CENTRAL SAN ANTONIO
- WHOLE FOODS VINEYARD
- UTSA, ACCD AND COLLEGE CAMPUSES CITYWIDE
- N. ST MARY’S STRIP
- KING WILLIAM

Distribution is audited by Verified Audit Circulation
We partner with a large variety of both local and national businesses and events. From local restaurants to the most notable institutions for arts, culture, education and more. Through 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.
SA Current readers show high affinity in the coveted 21-44 audience, and are off the charts when it comes to interest in arts, food, news, sports, and tech. These are the young, early adopters all advertisers want to reach online. Get in front of them before your competitors do.

Advertising Response

With national averages of 0.09% CTR for display media, sacurrent.com placements are ahead of the curve:

- **728x90**: 0.08% National / 0.09% SA
- **300x250**: 0.13% National / 0.15% SA
- **Mobile**: 0.25% National / 0.45% SA

**SACURRENT.COM AUDIENCE (PAST 30 DAYS, UPDATED 3/1/17)**

- Mobile - 70% | Desktop + tablet - 30%
- Pageviews - 4.3 million | Users - 896K | Sessions - 1.1 million

Our readers have 3-4 times more interest in local verticals than the average internet user, and are more likely to be young professionals with a vested interest in their local community.

Source: Quantcast.com
lifestyle magazines + special issues

In addition to our weekly publication, the San Antonio Current publishes 3 annual publications each year. We publish 30,000 of each of these full glossy magazines that are distributed at over 600 locations for 3 months. In addition, these magazines are available online, distributed at key events all year and included in swag bags at our partners’ city wide events.

SAN ANTONIO FLAVOR
San Antonio’s Ultimate Dining Guide features the hottest in the San Antonio culinary scene with features, trending chefs & restaurants and mouth watering photos.
PUBLISHES: July (Summer) & December (Winter)

SAN ANTONIO CITY GUIDE
This is the essential guide to all things San Antonio. We introduce (and sometimes re-introduce) all the amazing activities, opportunities, eateries, drinkeries and shopping this great city has to offer.
PUBLISHES: September and December

EVENT PROGRAMS
The San Antonio CURRENT wants your event to be spectacular! We offer a unique opportunity to showcase your event with an official event magazine. These magazines are printed and published by us, but filled with any content that you want to include. Our sales staff will then fill the remaining pages with relevant advertising. Issues can be inserted into all 35k current’s for city wide distribution in addition to an overrun to be available at your event. Custom sizes & formats available.
Local + Organic SEO Services

Local SEO | Google My Business Page

What we do

- Claim and verify location listings
- Merge duplicate listings
- Build diverse citations: Top Tier, Niche-Geo and Aggregator Syndication
- Maintain best practices in an evolving space
- Enhance citation listings by adding descriptions, photos, etc.
- Conduct social media scan for customer reviews and recommend best practices
- Website plugin that can promote positive reviews and funnel negative reviews to you

- Conduct website scan for Local SEO signals and make appropriate recommendations
- Measure results with concise reporting: baseline report and monthly updates
- GMB Post Content
  - Fresh content posted each week on specials & updates

Why a well optimized Google My Business page is important:

- Gets your location found in local searches
- Improves rankings on maps
- Generates foot traffic and engagement
Yelp! Enhanced Profile

What we provide
• Setup of your Yelp Enhanced Profile
• Initial recommendation on how to optimize your Profile

What we don’t do
• Respond to or manage reviews
• Update images & info after the initial setup

Enhanced Profile Features
- Removal of Competitive Ads
- Better control of photos
- Locked business info
- Call to Action

Additional Services We Can Provide
● Setup of Eat24 profile (for Online Ordering & Menu integration)
● Yelp Advertising

Enhanced Profiles with a Call-to-Action button average a 50+% increase in traffic and customer leads vs free profiles
Get noticed. Get engagement.

Your digital ads are content-targeted to sacurrent.com's blog, article, and photo pages that align with your message.

This puts your message in front of users looking for the next arts event, the latest music or restaurant review, or recent local news story.

**DESKTOP:** 728x90, 300x250, 300x600, 300x100

**DESKTOP BILLBOARD (Premium Position):** 970x90, 970x250

**MOBILE:** 320x50, 300x250

See these products in action: sacurrent.com
digital marketing: entry takeover

Make your first impression.

Digital content is rarely viewed through home pages nowadays. Users are coming directly to articles and content, which is where your business will be with sacurrent.com’s Entry Takeover.

Takeovers are channel targeted, include desktop and mobile ad positions, and reach that critical first look for a user, increasing chances of engagement and presenting you with a unique and high-impact advertising solution.

DIMENSIONS: 728x90, 300x250, 970x90, 970x250, Min. 170x770(left/right) with 1006x950 white space in-between, 320x50

See this product in action: sacurrent.com
Get noticed. Get engagement.

**Vertical Visibility ads** are content-targeted to sacurrent.com’s blog, article, and photo pages in our largest channel segments. This puts your message in front of customers looking for the next arts event, the latest music or restaurant review, or recent local news. To increase response, your ads serve in above-the-fold placements only, one ad per page, across both desktop and mobile audiences.

Channels/Verticals:
Home, News, Arts & Calendar, Music, Screens (film and tv), Food & Drink, Best Of, Special Issues, Slideshows, Giveaways

**DIMENSIONS:** 728x90, 970x90, 300x250, 320x50
Brand your business by surrounding engaging content.

**Companion ads** serve in tandem on slideshow pages, presenting your products or events alongside neighborhood news, concerts, arts and more. Make a connection with customers – they might have missed the last event, idea, or hotspot, but they won’t want to miss the next… **yours.**

**DIMENSIONS:** 728x90, 300x250

See this product in action: sacurrent.com
digital marketing: high-impact interstitial

Digital Billboard.

**Interstitials** are content targeted and include desktop and mobile ad positions. Interstitials are BOLD and encourage the user to engage with YOUR message. Your message can not be missed with this premium!

**DESKTOP:** 600x600

**MOBILE:** 300x250

See this product in action: sacurrent.com
Frame the site with your messaging.

This highly visible wallpaper frames SACurrent.com on specified channels. Impactful imagery will draw the users eye to your messaging for active engagement that is linked to your site. Wallpaper is fantastic for call to action campaigns.

DIMENSIONS:
Min. 170x770 (left & right) with 1006x950 white space in-between

See this product in action: sacurrent.com
Enlightened content.

Drive your messaging home with a Sponsored Blog. Your verbiage, image, video, and URL will forever live on SACurrent.com. Whether you’re promoting an event, selling a product, raising awareness, or telling your story, a Sponsored Blog will reach an audience of local readers interested in your content. All Sponsored Blogs are backed by a social media post and can be found using keyword search on SACurrent.com.
digital content marketing: sponsored slideshow

Tell your story with photographs.

SACurrent.com’s largest number of pageviews are received on the slideshows channel. Sponsored slideshows are built with your images or images from one of our photographers and are a fantastic way to grab attention and engagement. Add the slideshow companion for maximum exposure and branding.

Sponsored by San Antonio Stock Show and Rodeo For Tickets Click Here.
email marketing: dedicated or listings

The San Antonio Current has a robust email database of eager consumers. All of our 21,000+ subscribers count on us to deliver the best in the news, top weekend picks and food news every week.

*EXCLUSIVE EBLASTS ALSO AVAILABLE*

IN THIS WEEK (Wednesday)
Highlights all the news in the new issue
Ads available:
Sponsored Banner Ad

WEEKEND PICKS (Thursday)
Things to Do This Weekend
Ads available:
Sponsored Banner Ad & Promo Listing

FLAVOR FRIDAY
Reviews & Highlights of food & drinks
Ads available:
Top Sponsor Ad & Content Rectangle

AUDIENCE
OPEN RATE AVG - 12% | CTR - 1.4% | FEMALE - 63% | MALE 37% 18-24 - 7% | 25-34 - 51% | 35-44 - 25% | MOBILE - 60% | DESKTOP - 40%
promotional agency services

The CURRENT PROMO TEAM is available for your brand or event. Our 30+ promotional team is available to promote, photograph and social share on behalf of your brand.
**sponsership + activation**

**WHAT:** SAN ANTONIO FLAVOR  
**WHEN:** THURSDAY, MARCH 22, 2018  
**WHERE:** SAN ANTONIO MUSEUM OF ART  
**ANTICIPATED ATTENDEES:** 1500 | 21+  
**TICKETS:** GA $50 | VIP $80

**BENEFITING THE SAN ANTONIO MUSEUM OF ART, FLAVOR IS SAN ANTONIO’S ULTIMATE DINING EVENT**, serving up sample bites from 40+ local restaurants, beer, wine and cocktail samples, live entertainment and the coveted Culinary Showdown!

- Local chefs, interactive art and vendors, live music an interactive culinary competition rounds out the evening

- Represent & market your business to this desirable crowd: 30 – 50 culturally active crowd with disposable incomes that love and appreciate craft cocktails and local cuisine

- Taking place at and benefiting the stunning riverfront San Antonio Museum of Art

- Branding and product sampling to captive audience of 1500 ‘foodies’ and craft cocktail lovers
In conjunction with our coveted annual Best of San Antonio® issue, the Best of San Antonio® party celebrates the best people, places and businesses in this vivacious city, as voted upon by our readers and editorial staff. Partnering with local artists and designers, the Best of San Antonio campaign brings to life all that makes the Alamo City great—from our distinctive dining, vibrant nightlife scene, eccentric local retailers, to San Antonio influencers who help drive the momentum and all those in between. The Best of San Antonio® calls for the people of the city to make their voices heard! For one month we encourage our city to cast their votes for the very best in categories including Shopping, Food, Around Town, People and Nightlife.
MEMORIAL DAY WEEKEND 2017

• Date: Saturday, May 26, 2018
• Time: 11 AM - 10 PM.
• Where: Hemisfair Park
• Expected Attendance: 15,000+ | All Ages
• Tickets: GA FREE | VIP $50
• Nonprofit Beneficiary: Hemisfair Conservancy

- Attracts adventurous, young professionals and families ages 21 – 45
- Fresh salsa tastings made by different restaurants, businesses and individuals.
- Onsite salsa competition, giving guests the opportunity to vote for the most delicious salsa in Texas
- Expected attendance of 15,000
- Indoor and/or outdoor venue options
- Beer and liquor for purchase
- Tacos provided by San Antonio’s best restaurants
- Energetic atmosphere
- Live entertainment
- Dedicated event website
- Comprehensive multimedia campaign mounted on SA Current print, digital, social and grassroots platforms
WHAT: AWARD-WINNING UNITED WE BRUNCH
WHEN: SATURDAY, JUNE 9, 2018
WHERE: JACK GUENTHER PAVILION AT THE BRISCOE
ANTICIPATED ATTENDEES: 1,500 | 21+
NONPROFIT BENEFICIARY: BRISCOE WESTERN ART MUSEUM
TICKETS: GA $35 | VIP $60

United We brunch brings together the city’s top brunch spots for the ultimate brunch event. Brunch samples, breakfast cocktails and live music, all benefiting the Briscoe Western Art Museum.
Now in its sixth year, Cocktail: The Event celebrates San Antonio’s thriving cocktail culture, spotlighting fifteen of the city’s top bars. Each participating drinkery is tasked with serving samples of an inventive cocktail, inspired by the event theme. Attendees enjoy light bites by a dozen of San Antonio’s best restaurants, totally awesome artwork and silent auction, live music and a dance party.

Attendees are encouraged to dress up while they celebrate the city’s cocktail culture for a good cause. A portion of the event proceeds benefit the Doseum, a 501 c 3 nonprofit.
WHAT: WHISKEY BUSINESS
WHEN: FRIDAY, AUGUST 24, 2018
WHERE: WITTE MUSEUM
ANTICIPATED ATTENDEES: 2,500 | 21+
NONPROFIT BENEFICIARY: WITTE MUSEUM
TICKETS: GA $50 | VIP $75

Whiskey Business is San Antonio’s premiere whiskey-tasting event, featuring a variety of whiskeys, Scotches, ryes, bourbon samples, wine and craft beers. Top local bars serve whiskey cocktails while the city’s best restaurants offer up live bites. Plus, live music and performances, a riverfront cigar lounge, and other interactive elements.
WHAT: SAN ANTONIO MUSIC SHOWCASE
WHEN: FRIDAY, SEPTEMBER 28, 2018
WHERE: ST. MARY’S STRIP
ANTICIPATED ATTENDEES: 5,000+ | AGES 18+
TICKETS: $10 ALL-ACCESS WRISTBANDS

The fifth annual San Antonio Music Showcase celebrates the city’s thriving local music scene. For one unforgettable day and night, 100+ bands and DJs perform on 15 stages in one central San Antonio neighborhood, representing the city’s musical talent across multiple genres. Other performers, food and arts vendors will line the streets this year, creating a true Street Festival along the vibrant St. Mary’s Strip.

The San Antonio Music Showcase will take place on St. Mary’s Street, with all participating venues within walking distance. Previous venues have included Paper Tiger, Rumble, The Mix, Amp Room, Squeezebox, Hi-Tones, La Botanica, Limelight, and others. Genres include (but are not limited to) indie, metal, hip-hop, electronic, Latin, singer-songwriter, jazz, and more.
The largest local beer festival in San Antonio, an anticipated 7,500 guests will attend the 12th annual San Antonio Beer Festival, pouring 450+ premium and craft beers from 150+ breweries from around the world. This charitable event benefits the San Antonio Food Bank.

San Antonio Beer Festival offers unique casks, one-of-a-kind collaborations, porters, stouts, pilsners, ales, wheats, belgians, ciders, and lagers to name a few. Plus, live music, games, a wine garden, food trucks, food booths, local vendors, and much more.
Email Marketing & E-blasts

WHAT: Dulce!
WHEN: Friday, December 1, 2017
WHERE: Jack Guenther Pavilion at the Briscoe
ANTICIPATED ATTENDEES: 800 | 21+
TICKETS: GA $40 | VIP $75

Benefiting the Briscoe Western Art Museum, Dulce! invites guests to experience a night of dessert, drinks and decadence, served up by top local and regional artisans.

- Sweet and savory foods, interactive art and vendors, live music and three DJ stages round out the evening.

- Represent & market your business to this desirable crowd: 25 – 45 culturally active crowd with disposable incomes that love and appreciate craft cocktails and local cuisine

- Taking place at and benefiting the stunning riverfront Briscoe Western Art Museum

- Branding and product sampling to captive audience of 1000 ‘foodies’ and craft cocktail lovers