

Year-round exposure

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6

Three proposed designs for the 2014-15 Book of Lists cover. It was intended to commemorate the Business Journal's move to the Full Goods building in Historic Pearl. The larger version was the one ultimately selected by the Publisher.

Health Care Guide

Health Care is San Antonio's largest industry, playing a vital role in both our economy and our lives. The Business Journal's annual Health Care Guide takes a comprehensive look at the industry and includes lists detailing leading companies and institutions in the Health Care field. This special supplement will be read and kept for reference by our outstanding readership of business owners and decision makers.

Want to give your marketing efforts a shot in the arm? Advertise in the 2015 Health Care Guide and tell your story to the decision makers who can become your customers. It's an effective prescription for improving your sales.

For more information, please contact Debi Slowik:
dslowik@bizjournals.com or call (210) 477-0859.

THE LIST

- ▶ Home Health Agencies
- ▶ Outpatient Surgery Centers
- ▶ Hospitals
- ▶ Physician Groups
- ▶ Assisted Living Centers

Issue Date:
July 31, 2015

Space Reservation:
July 17, 2015

San Antonio's Hospitality Guide

As organizations look to keep travel costs down, more are considering local and regional meetings and events during these budget-conscious times. This publication will provide our readers with the latest developments in business meetings and tourism. And we'll showcase some of the local facilities, attractions and events available for business executives and planners as they consider their options.

Make your reservations for new business by placing your advertising message in this special issue.

For more information, please contact Debi Slowik:
dslowik@bizjournals.com or call (210) 477-0859.

TOP LIST

- ▶ Meeting & Convention Facilities
- ▶ Hotels (by total receipts)
- ▶ Toughest Public Golf Courses
- ▶ Toughest Private & Semi-private Golf Courses

Issue Date:
August 7, 2015

Space Reservation:
July 24, 2015

Money Journal

Valuable information on business finance and money management

Our annual Money Journal is packed full of valuable information on business finance and money management, including news stories, lists and other resources to help readers connect with providers. This special supplement is designed to be a resource for our readership of business owners, managers and professionals as they manage their businesses.

This year's issue will include:

- ▶ Trends in wealth management
- ▶ Q&A with experts on financing strategies
- ▶ Profiles of individuals and/or local companies in the financial industry

If you are a provider of financial services and advice, this supplement would be an excellent place to advertise to the decision makers who could become your customers.

Issue Date:
September 18, 2015

Space Reservation:
September 4, 2015

For more information, please contact Debi Slowik:
dslowik@bizjournals.com or call (210) 477-0859.

TOP LIST

- ▶ Banks Based in San Antonio MSA
- ▶ Banks with Branches in San Antonio
- ▶ Credit Unions
- ▶ SBA Lenders (dollar amount)
- ▶ SBA Lenders (no. of loans)
- ▶ Accounting Firms (no. of CPAs)
- ▶ Financial Planning & Advisory Firms (no. of professionals)
- ▶ Financial Planning & Advisory Firms (by assets)
- ▶ Money Management Firms (by assets)
- ▶ Money Management Firms (no. of accounts)
- ▶ Residential Loan Officers

Special sections

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6

Three examples of marketing materials promoting advertising in special sections of the weekly newspaper that focus on a particular industry. I developed a template that could adapt to the varying number of Top 25 Lists per industry, and wrote all of the copy.


SAN ANTONIO
BUSINESS JOURNAL




EYE-OPENING BUSINESS INTELLIGENCE

Decision makers at San Antonio's fastest growing companies choose the San Antonio Business Journal as their number one source for local business news and information. We deliver news our readers can't and won't get anywhere else.

We deliver the news weekly and daily:




Premium Content: Print edition delivered by mail every Friday to subscribers, with most content available on our website Friday Morning ready to read by 5:00 a.m.



Breaking News: Approximately 100 stories posted Monday through Friday with local business intelligence:
www.bizjournals.com/sanantonio

San Antonio Business Journal Subscriptions:



The 1-year (52 issues) Subscription is regularly \$108. Your special rate is **\$82.00** which includes digital access and the 2015 & 2016 Book of Lists.



Digital Business Bulk subscriptions allow for any authorized user on your company's intranet to access premium content from 40 different business journals' sites.


We offer news via Newsletters which are FREE to everyone:



Morning Edition:
Daily email of regional breaking business news available by 7:30 a.m.




Afternoon Edition:
Delivered to your inbox everyday at 3:00 p.m.



Energy Inc.:
You'll see the latest headlines, opinions, and reports on the energy industry.


Other products available for purchase:




Reprints: Printed on 80lb gloss paper. Various options, sizes and pricing.




ePrints: It looks the same as a hard copy reprint but is posted on your company's website.




Photos: Get that great portrait of your CEO or new project for your next marketing campaign.



Book of Lists:
The annual compilation of all of our Top 25 Lists.



BOL Data Download:
Able to be imported into leading sales programs.



MyBookofLists:
Customizable to suit your individual needs online.

☐ Check enclosed ☐ AMEX ☐ Mastercard ☐ Visa

Name_____

Company_____

Address_____

City/State/Zip_____

Phone_____

Credit Card #_____

Exp. Date_____

Name on CC_____

Signature_____

Email_____

Contact **Erika Fain** for more information: 210.477.0864 | efain@bizjournals.com

Comprehensive details

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Illustrator CS6
- ➔ Adobe Acrobat CS6

Organized a series of concepts and features into a navigable flyer that clearly illustrates the value of subscription. I adapted some existing icons and created others to match. The final product was a form-feild PDF that could be filled out on-screen.. ww

Eye-opening Business Intelligence

Digital | Print | Events

Daily breaking news on our website and a weekly print edition, available on-line or delivered to your door, is your foundation for staying informed on local leaders and deals shaping San Antonio's business landscape.

With over 30 special publications, 20 special reports and 20 events, we give you access to local industry leaders, research and data you can't find anywhere else.

For more information about subscribing, please contact **Erika Fain**: 210-477-0864 | efain@bizjournals.com

For more information about events and sponsorship, please contact **Arlinda Villescas**: 210-477-0855 | avillescas@bizjournals.com

Breaking news and business intelligence are found 24/7 at sanantoniobusinessjournal.com



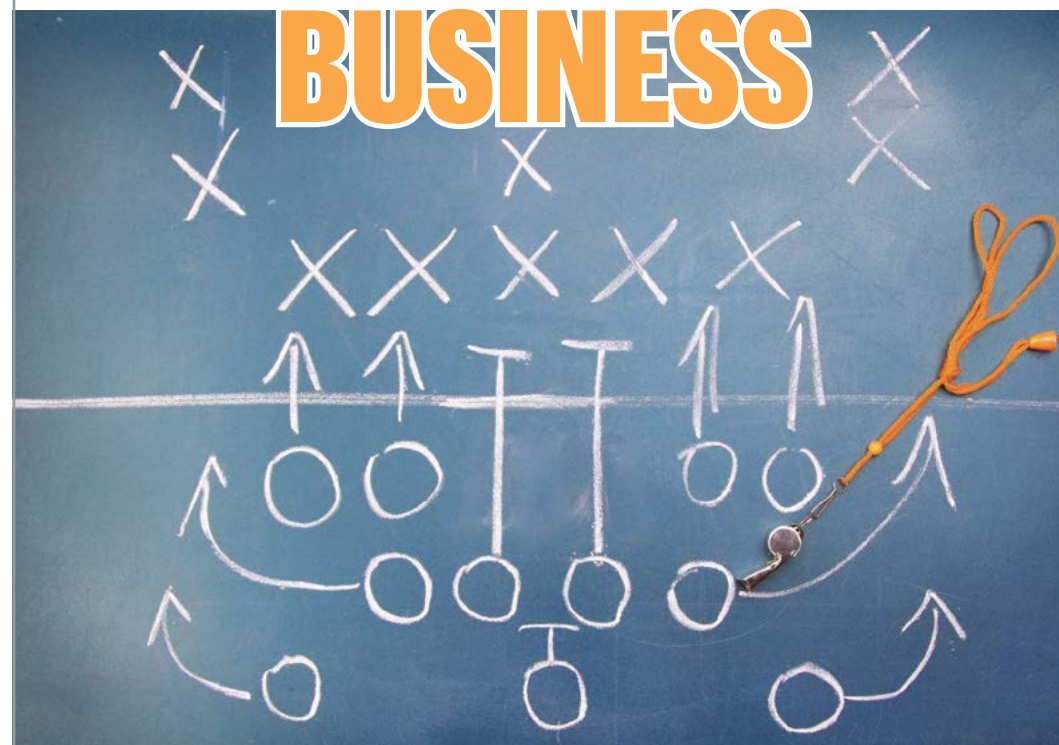
Visual evidence

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6

Art-directed a photo-shoot to include various symbolic objects that represented the different aspects of content offerings to the Business Journal's audience, including print, digital and events. Super-imposed screen capture of website into screen area of iPad for greater clarity.

Let us show you
the **Xs** and **O**s of



Scan this to sign up for our **free**
Morning and Afternoon Edition
email updates... links to that day's
breaking business news on the
Business Journal website.



sanantoniobusinessjournal.com

Audience expansion

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6

Tasked with developing an ad to run in the program of the UTSA football team for the 2014 season with a few hours notice, I came up with the concept, tagline, adapted a stock photo and drafted up the ad, delivering a press-ready PDF before deadline.

Here's a deal you can really sink your teeth into...



RESTAURANT
Insignia

Located across from Hemisfair Park and inside the historic Fairmount Hotel, Insignia offers unmatched urban ambiance in a central downtown location.

Subscribe for **1 year** (\$97) and get a **\$25** gift card
Subscribe for **3 years** (\$191) and get a **\$55** gift card

For more information, call Deborah Diaz
in the circulation department: **477-0873**

SAN ANTONIO
BUSINESS JOURNAL
THE ESSENTIAL BUSINESS TOOL

Both subscriptions come with a free
2011 Book of Lists... a \$55 value!



Marketing campaign

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6

I was asked to build an ad campaign featuring a new incentive courtesy of our partners the Dady Restaurant Group. I photographed the food, wrote the copy, and designed the ad.

All the World's a Stage

But are San Antonio's major event facilities too small or outdated for the big show?

BY W. SCOTT BAILEY
San Antonio, until 2008, was on a hot streak for more than 10 years, scoring one blockbuster entertainment extravaganza after another. But since then, major sporting events and touring acts have bypassed the Alamo City even as local leaders are seeking to magnify the market's brand in the national arena.

As a result, San Antonio is at a crossroads, in need of a new game plan if it hopes to capture some of that lost momentum. That will likely require a deep assessment of how this city's major event venues stack up against the competition.

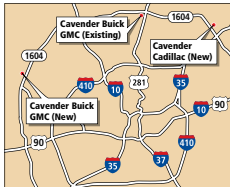
See story pages 4-6



Cavender brothers lay out plans for expanding auto dealerships

BY TRICIA LYNN SILVA
Cavender Auto Group, a name long associated with the auto market in San Antonio, is embarking on a multimillion-dollar plan to expand its presence in the Alamo City — including setting up shop in two of the area's fastest-growing submarkets, the far Northeast and the far West sides.

On the far Northeast Side, Cavender Auto Group has closed on the purchase of 10 acres of land at Loop 1604 and Lookout Road in the city of Live Oak —



near The Forum at Olympia Parkway retail center. The land will serve as the new site for the Cavender Cadillac dealership, which is currently located at 801 Broadway, downtown.

Work on the new Cadillac dealership will likely get under way this summer, and it is slated to open for business around late spring or early summer of 2014, according to Billy Cavender, dealer principal for both Cavender Cadillac and Land Rover. He puts construction costs for the 50,000-square-

Records & Leads: Pages 25-30

Introductory offer: Call 210-477-0864 to receive 4 complimentary weeks (non-subscribers only)

S.A. is losing big events to better venues elsewhere in Texas

BY W. SCOTT BAILEY
Alamo City and Houston have lost several large sums of public and private money since 2003 to develop new stadiums and arenas and build out their sports venues. Those cities have been rewarded with a number of major sports and entertainment events.



Michael Savage, City of San Antonio's Executive Director of Sports & Entertainment Facilities Department.

Advertisement for North San Antonio Chamber Business Technology Series, featuring Mobius Partners and Windows 7 or 8.

Advertisement for The Bank of San Antonio, featuring a testimonial from Bryan Guim and a list of services.

Advertisement for United State of the City, featuring a testimonial from Henry B. Gonzalez Convention Center.

program approved by Bexar County voters in 2008. But the East Side facility has some of the best views in Dallas and Houston, which is not significantly more expensive than other venues.

Michael Savage, City of San Antonio's Executive Director of Sports & Entertainment Facilities Department, says the city is looking for a way to make the most of the venue.



Advertisement for Cavender Buick GMC (Existing) and Cavender Cadillac (New), featuring a map and contact information.

Advertisement for Cavender Buick GMC (Existing) and Cavender Cadillac (New), featuring a map and contact information.

Front-page package

Programs used:

- ➔ Adobe InDesign CS6
- ➔ Adobe Photoshop CS6
- ➔ Adobe Acrobat CS6

This was a front-page story regarding the city's large entertainment venues, and whether or not San Antonio had the best facilities for attracting major touring events. I worked closely with the reporter and editors to showcase the five featured venues and local experts weighing in on the matter. The front page photo of the Alamodome was a long-exposure that I art-directed with the staff photographer on-site from the top of the Hyatt Regency hotel downtown.