

# RATES, CLOSING DATES & AD SPECS

## 2012 RATE CARD INFORMATION

	1 X	3 X	6 X
<b>4-COLOR</b>			
2-PAGE SPREAD	\$37,050	\$35,200	\$33,440
FULL PAGE	\$19,500	\$18,525	\$17,600
2/3 PAGE	\$13,750	\$13,060	\$12,410
1/2 PAGE	\$10,260	\$9,750	\$9,260
1/3 PAGE	\$6,770	\$6,430	\$6,110
1/4 PAGE	\$5,130	\$4,870	\$4,630
1/6 PAGE	\$3,490	\$3,310	\$3,150
COVER 2	\$21,670	\$20,590	\$19,560
FRONT FLYLEAF	\$21,670	\$20,590	\$19,560
COVER 3	\$20,530	\$19,500	\$18,530
COVER 4	\$22,940	\$21,790	\$20,700
TOC	\$21,670	\$20,590	\$19,560
BRC INSERT*	\$15,600		
<b>B/W</b>			
FULL PAGE	\$15,600	\$14,820	\$14,080
2/3 PAGE	\$11,000	\$10,450	\$9,930
1/2 PAGE	\$8,210	\$7,800	\$7,410
1/3 PAGE	\$5,420	\$5,150	\$4,890
1/4 PAGE	\$4,100	\$3,900	\$3,700
1/6 PAGE	\$2,790	\$2,650	\$2,520

\* Standard BRC Inserts are 2-sided 4x6, all other configurations \$325/sq in.

BRC Insert Policy: *The Saturday Evening Post* requires that all advertiser-supplied bind-in cards and inserts include a printed stub/hanger. Our standard policy requires that no white, unprinted stubs be inserted within our magazine. As such, advertisers are urged to consider one of the following options:

- 1) Advertiser is encouraged to print a complementary message on the stub referencing their ad/insert. Since this stub counts as an additional advertising message per USPS periodicals regulations, a modest fee will apply.
- 2) Advertisers are encouraged to print a PSA (public service announcement) on this insert stub at no additional charge.
- 3) In some pre-planned cases, the *Post* may be able to make use of this space and pay the appropriate production and printing expenses, in addition to an appropriate fee. Please ask your sales representative for more information.

As always, we will work with you to determine the best solution to meet your needs and to maximize the effectiveness of your ad/insert.

2-color - Add 15% to B/W rate

## 2012 ADVERTISING PRODUCTION SCHEDULE\*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED INSERTS
<b>MAR/APR 2012</b> (In Home/On Sale 03/06/12)	01/20/12	01/27/12	01/31/12
<b>MAY/JUN 2012</b> (In Home/On Sale 05/08/12)	03/23/12	03/30/12	04/03/12
<b>JUL/AUG 2012</b> (In Home/On Sale 07/10/12)	05/25/12	06/01/12	06/05/12
<b>SEP/OCT 2012</b> (In Home/On Sale 09/04/12)	07/20/12	07/27/12	07/31/12
<b>NOV/DEC 2012</b> (In Home/On Sale 11/06/12)	09/21/12	09/28/12	10/02/12
<b>JAN/FEB 2013</b> (In Home/On Sale 01/08/13)	11/23/12	11/30/12	12/04/12

\* For Inserts (BRC) that SEP prints, files are due one week before issue space close date listed above. SEP will notify sales representatives of extensions of close dates, if they become necessary and/or available.

# RATES, CLOSING DATES & AD SPECS

## ROB AD SPECS

AD SIZE	LIVE	BLEED	TRIM
2-PAGE SPREAD	15 1/2" X 10"	16 1/4" X 10 3/4"	16" X 10 1/2"
FULL PAGE	7 1/2" X 10"	8 1/4" X 10 3/4"	8" X 10 1/2"
2/3-PAGE VERT.	4 5/8" X 9 5/8"	5 3/4" X 10 3/4"	5 1/2" X 10 1/2"
1/2-PAGE VERT.	3 7/16" X 9 5/8"	4 9/16" X 10 3/4"	4 5/16" X 10 1/2"
1/2-PAGE HORIZ.	7 1/8" X 4 3/4"	8 1/4" X 5 7/8"	8" X 5 5/8"
1/2-PAGE SPREAD	15 1/8" X 4 3/4"	16 1/4" X 5 7/8"	16" X 5 5/8"
1/3-PAGE VERT.	2 1/4" X 9 5/8"	3 3/8" X 10 3/4"	3 1/8" X 10 1/2"
1/3-PAGE SQ.	4 5/8" X 4 3/4"	5 3/4" X 5 7/8"	5 1/2" X 5 5/8"
1/4-PAGE SQ.	3 7/16" X 4 3/4"	4 9/16" X 5 7/8"	4 5/16" X 5 5/8"
1/6-PAGE	2 1/4" X 4 3/4"	3 3/8" X 5 7/8"	3 1/8" X 5 5/8"

For additional specifications, visit [saturdayeveningpost.com](http://saturdayeveningpost.com)

## SHOPPER AD SPECS & B/W RATES\*

1 INCH	\$340	4 1/2 INCH	\$1,540
1 1/2 INCH	\$510	1/6 PAGE	\$1,710
2 INCH	\$690	1/3 PAGE	\$3,110
2 1/2 INCH	\$860	1/2 PAGE	\$4,670
3 INCH	\$1,030	2/3 PAGE	\$5,620
3 1/2 INCH	\$1,200	FULL PAGE	\$7,790
4 INCH	\$1,370		

- Special advertising units available.
- Regional and local market buys available.
- Please consult your sales representative for details.

To send insertion orders and ad files, or for information, contact:

Cathy Fitzgerald, advertising administrator:  
[c.fitzgerald@satevepost.org](mailto:c.fitzgerald@satevepost.org),  
 800-558-2376 x 210

\* Add 15% for 2-process color, 20% for 3-process color, and 25% for 4-process color to B/W Shopper Rates.

## SUBMISSION INSTRUCTIONS

**PRODUCTION SPECIFICATIONS:** Heat Set Web Offset; Saddlewire Stitched; 133 Line Screen; AAAA-MPA Process Inks

**REQUIRED DATA FORMATS FOR ADS:** Press Optimized Portable Document Format (PDF\_X1a)

**MEDIA & LABELING REQUIREMENTS:** File can be transferred electronically to our ftp site, via e-mail, or placed on a CD and sent to us. A text document or PDF file containing the publication name, issue date, agency name, agency phone number, contact person name and phone number, advertiser, vendor name, and file name/number should be provided with the file.

**PROOFS:** "Hard" proofs are no longer required but will be utilized if provided.

**CREDIT AND COLLECTION POLICY:** Publisher may require first-time advertisers to submit payment for advertising and a credit application prior to the publication of their advertisement. Agency and advertiser are jointly responsible for all costs relative to the collection of late payments. If an account is placed with a credit and collection agency or attorney for collection, all commissions and discounts will be rescinded and the full advertising rate shall apply. Payments are due within 30 days following billing and receipt of tear sheets. Production charges are not agency commissionable.