

# RATES, CLOSING DATES & AD SPECS

## 2010 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

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

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

• Special advertising units available.

• Regional and local market buys available.

Please consult your sales representative for details.

For Inserts (BRC) that SEP prints, files are due one week before issue 'space' close date listed below.

SEP will notify sales representatives of extensions of close dates, if and when they become necessary and/or available.

Production Contact Information:

Send materials to:

Dwight Lamb, ad material coordinator:  
d.lamb@satevepost.org, 800-558-2376 x 313

Cathy Fitzgerald, advertising coordinator:  
cfitzgerald@curtispublishing.com,  
317-633-2070

## 2010/2011 ADVERTISING PRODUCTION SCHEDULE\*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED (BRC) INSERTS
<b>SEP/OCT</b> (In Home/On Sale 8/31/10)	07/12/10	07/22/10	07/29/10
<b>NOV/DEC</b> (In Home/On Sale 11/2/10)	09/13/10	09/23/10	09/30/10
<b>JAN/FEB</b> (In Home/On Sale 1/4/11)	11/15/10	11/25/10	12/02/10
<b>MAR/APR</b> (In Home/On Sale 3/1/11)	01/10/11	01/20/11	01/28/11
<b>MAY/JUNE</b> (In Home/On Sale 5/3/11)	03/14/11	03/24/11	04/01/11
<b>JUL/AUG</b> (In Home/On Sale 7/5/11)	05/17/11	05/26/11	06/03/11

# RATES, CLOSING DATES & AD SPECS

## ROB AD SPECS

AD SIZE	LIVE	BLEED	TRIM
2-PAGE SPREAD	15 5/8" X 10 3/16"	16 1/2" X 11 1/16"	16 1/4" X 10 13/16"
FULL PAGE	7 5/8" X 10 5/16"	8 3/8" X 11 3/16"	8 1/8" X 10 13/16"
2/3-PAGE VERT.	4 3/4" X 10"	5 3/8" X 11 1/8"	5 1/4" X 10 13/16"
1/2-PAGE VERT.	3 7/16" X 10"	4 5/16" X 11 1/8"	4 3/16" X 10 13/16"
1/2-PAGE HORIZ.	7" X 4 15/16"	8 1/4" X 5 5/8"	8 1/8" X 5 1/2"
1/2-PAGE SPREAD	15 1/8" X 4 15/16"	16 1/2" X 5 5/8"	16 1/4" X 5 1/2"
1/3-PAGE VERT.	2 1/4" X 10"	3" X 11 1/8"	2 13/16" X 10 13/16"
1/3-PAGE SQ.	4 3/4" X 4 15/16"	5 3/8" X 5 5/8"	5 1/4" X 5 1/2"
1/4-PAGE SQ.	3 7/16" X 4 15/16"	4 5/16" X 5 5/8"	4 3/16" X 5 1/2"
1/6-PAGE	2 1/4" X 4 15/16"	3" X 5 5/8"	2 13/16" X 5 1/2"

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		

PRINTING PROCESS: Heat Set Web Offset

BINDING METHOD: Saddlewire Stitched

LINE SCREEN: 133

SELECTION OF INKS: AAAA-MPA Process Inks

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

## SUBMISSION INSTRUCTIONS

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

**MEDIA:** File can be transferred electronically to our ftp site or via e-mail (depending on size) or placed on a Macintosh formatted CD-R and shipped to us.

**MEDIA LABELING REQUIREMENTS:** 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.

**SEND AD FILES TO:** Dwight Lamb – E-mail: [d.lamb@satevepost.org](mailto:d.lamb@satevepost.org) – Phone: 317-634-1100 ext-313  
E-mail to address above for ftp site information.