

# RATES, CLOSING DATES & AD SPECS

## 2009 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:

Dwight Lamb, production manager:  
d.lamb@satevepost.org, 800-558-2376 x 313

Chris Elliot, production coordinator:  
c.elliott@satevepost.org, 800-558-2376 x 268

## 2009/2010 ADVERTISING PRODUCTION SCHEDULE\*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED (BRC) INSERTS
<b>SEP/OCT</b> (In Home/On Sale 9/1/09)	07/12/09	07/19/09	07/28/09
<b>NOV/DEC</b> (In Home/On Sale 11/3/09)	09/15/09	09/22/09	09/29/09
<b>JAN/FEB</b> (In Home/On Sale 1/5/10)	11/16/09	11/23/09	12/01/09
<b>MAR/APR</b> (In Home/On Sale 3/2/10)	01/11/10	01/18/10	01/26/10
<b>MAY/JUNE</b> (In Home/On Sale 5/4/10)	03/15/10	03/22/10	03/30/10
<b>JUL/AUG</b> (In Home/On Sale 7/6/10)	05/17/10	05/24/10	06/01/10

\* Dates are tentative and subject to change.

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————— | SATURDAY EVENING POST | —————

# 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 more detailed specifications, visit [saturdayeveningpost.com/productionspecs](http://saturdayeveningpost.com/productionspecs)

## SHOPPER AD SPECS

1 INCH 4 1/2 INCH

1 1/2 INCH 1/6 PAGE

2 INCH 1/3 PAGE

2 1/2 INCH 1/2 PAGE

3 INCH 2/3 PAGE

3 1/2 INCH FULL PAGE

4 INCH

PRINTING PROCESS: Heat Set Web Offset

BINDING METHOD: Saddlewire Stitched

LINE SCREEN: 133

SELECTION OF INKS: AAAA-MPA Process Inks

## ONLINE AD SPECS

### LEADERBOARD / WIDE SKYSCRAPER

### SUBMISSION INSTRUCTIONS

**REQUIRED DATA FORMATS FOR ADS:** Press Optimized Portable Document Format (PDF x1a)

**MEDIA:** Macintosh formatted CD-ROM.

**MEDIA LABELING REQUIREMENTS:** Publication name, issue date, agency name, agency phone number, contact person name and phone number, advertiser, vendor name, list of contents, file name/number, and a printout of the directories on the disc.

**PROOFS:** Supply a digital proof that has been created from and matches both color and content of supplied digital file and is 100% in size. Contract proofs must be calibrated.

### TO SWOP STANDARD CONTROL GUIDE, THE FOLLOWING PROOFS ARE PREFERABLE:

Kodak Approval or CREO spectrum. Label color proofs to indicate proofing device used. For quality control, please include color bars created from digital data. Please provide ruled proof for position.

**SEND AD MATERIALS TO:** Dwight Lamb, production manager

*The Saturday Evening Post*, 1100 Waterway Blvd., Indianapolis, IN 46202-2156

Phone: (317) 634-1100, Fax: (317) 637-0126, E-mail: [d.lamb@satevepost.org](mailto:d.lamb@satevepost.org)