

AUSTIN • DALLAS/FT WORTH • HOUSTON • SAN ANTONIO • ST. LOUIS

Ad Pages

Savings Magazine

AUSTIN 2019



Celebrating 31 Years of

READERSHIP • SHELF LIFE • RESULTS

Ad Pages Can Help You Successfully Market Your Business.



Ad Pages Magazine was started in Dallas, Texas in February of 1988 by our founder and current president Bill Squiric. At the time Ad Pages had zero employees, zero capital, and zero customers. Ad Pages did, however, have a wonderful idea to offer direct mail coupons within a magazine format. The goal was to create a magazine so attractive and filled with usable coupons that readers would notice it in the mailbox and then value it enough to keep it around the house for constant use.

We succeeded and the concept worked – exceptionally well. Now, 31 years later we are mailing in excess of 26 million magazines throughout 98 individual communities and suburban markets every year. The number continues to grow.

We are able to mail so many magazines for one reason - We make our advertisers lots of money.

Call us today and let one of our professional Ad Consultants show you how Ad Pages can help your business make more money.

1705 K Avenue, Plano, TX 75074 • adpages.com
972-424-1980 • 888-424-1980

Ad Pages Has An Advertising Solution For You.

MAGAZINE ADS

Local Advertising

Price based on 25,000 home coverage.
4 color rates available in 3 sizes:
Quarter page 3.4" x 4.75"; Half page 7" x 4.75";
Full page 7" x 9.75".
Frequency discounts available.

Zone Advertising

Price based on multiple coverage areas from
75,000 to 100,000 homes.
4 color rates available in 3 sizes:
Quarter page 3.4" x 4.75"; Half page 7" x 4.75";
Full page 7" x 9.75".
Frequency discounts available.



INSERTS

2-sided, 4-color advertising inserts available.
Premium inserts are 8.5" x 11". Price by cost per
thousand mailed (min. 25,000). Postcard Inserts
also available.

Pre-printed insert pricing is available for customer
provided print material.



DETACHED CARDS



2-sided D-Card
• Size: 8.5 x 5.5
• Stock: 100# Enamel

All detached cards
feature 4-color
custom advertising &
coverage areas from
25,000 homes.



BUNDLED PRINT & DIGITAL PACKAGES



Online Foundation Package

Combine print advertising with social
media marketing and reputation
management solutions to build and
maintain your online presence.

Half page magazine ad \$749*

Full page magazine ad \$1009*

Geo Fence Package

Combine print advertising with 60,000 targeted
mobile ad impressions per month, served to
consumers around your business. Use geo-
fencing to target your competitor's locations or
other areas where your consumer visits.

Half page magazine ad \$1199*

Full page magazine ad \$1459*

*Pricing based on 12x commitment and 25k distribution.

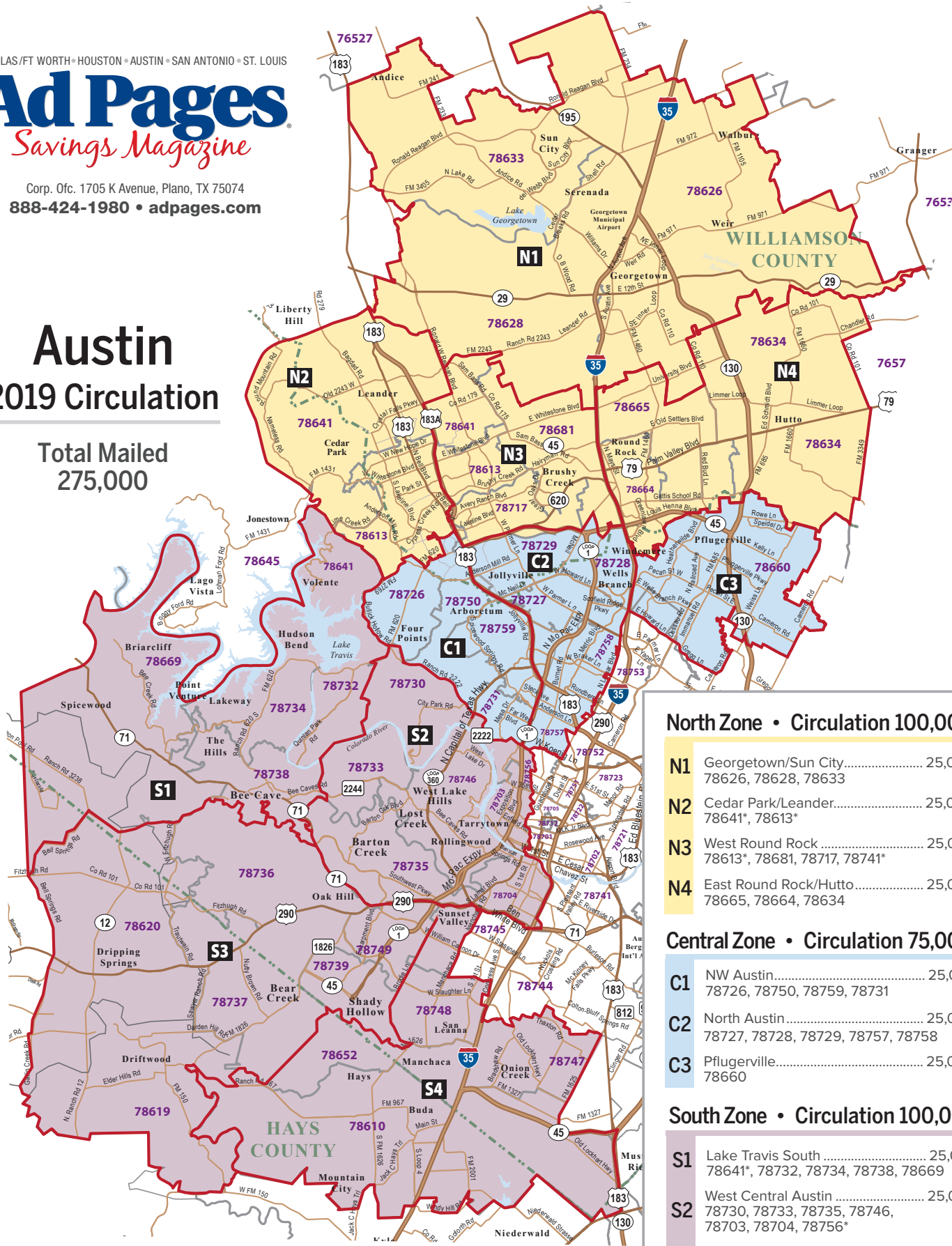
Ad Pages

Savings Magazine

Corp. Ofc. 1705 K Avenue, Plano, TX 75074
 888-424-1980 • adpages.com

Austin 2019 Circulation

Total Mailed
 275,000



North Zone • Circulation 100,000

N1	Georgetown/Sun City.....	25,000
	78626, 78628, 78633	
N2	Cedar Park/Leander.....	25,000
	78641*, 78613*	
N3	West Round Rock.....	25,000
	78613*, 78681, 78717, 78741*	
N4	East Round Rock/Hutto.....	25,000
	78665, 78664, 78634	

Central Zone • Circulation 75,000

C1	NW Austin.....	25,000
	78726, 78750, 78759, 78731	
C2	North Austin.....	25,000
	78727, 78728, 78729, 78757, 78758	
C3	Pflugerville.....	25,000
	78660	

South Zone • Circulation 100,000

S1	Lake Travis South.....	25,000
	78641*, 78732, 78734, 78738, 78669	
S2	West Central Austin.....	25,000
	78730, 78733, 78735, 78746, 78703, 78704, 78756*	
S3	SW Austin.....	25,000
	78736, 78737, 78739, 78749, 78619, 78620	
S4	South Austin/Buda.....	25,000
	78748, 78747, 78652, 78610	

Mail Dates for 2019

January 21	May 20	September 23
February 18	June 24	October 21
March 25	July 22	November 18
April 22	August 26	



Austin

2019 Mail Dates & Ad Copy Deadlines

Edition	Mailing Week of	100% Deadline All Ad Reservations, Copy & Press Ready Files Due	Client Ad Approvals Due
Jan/Feb	1/21/2019	1/2	1/9
Feb/March	2/18/2019	1/30	2/6
March/April	3/25/2019	3/6	3/13
April/May	4/22/2019	4/3	4/10
May/June	5/20/2019	5/1	5/8
June/July	6/24/2019	6/5	6/12
July/Aug	7/22/2019	7/3	7/10
Aug/Sept	8/26/2019	8/7	8/14
Sept/Oct	9/23/2019	9/4	9/11
Oct/Nov	10/21/2019	10/2	10/9
Nov/Dec	11/18/2019	10/30	11/6

We Make Our Advertisers Money.

Being in business since 1988 has provided us with loads of great success stories from our loyal clients. Here are just a few of the latest testimonies from some of our current clients.



"Working with Ad Pages has proven to be a great way for us to reach out to new families throughout the Austin-area and to grow our family entertainment center business. The coupons we feature in our ads have shown great results in bringing new customers in and in encouraging existing customers to visit us again and again. Best of all, our account rep Karen and the design team have made the entire effort as easy as can be."

Pinballz, Austin



"We were very skeptical about running a Premium Insert, but you made us believers of direct mail. We have been receiving great results with our Ad Pages magazine insert and decided to add their other services to our marketing plan. We started the Ad Pages Targeted Digital Advertising Campaign just a couple of weeks ago and we couldn't be more thrilled with the results. It has exceeded our expectations in only 2 weeks. The ROI report that we receive had amazingly accurate results and was so easy to read! The customer service has been excellent. We are able to tweak our campaign ads or targeted marketing with the ease of a phone call. We are looking for great customer growth as we work on perfecting the marketing plan."

Rudy, GM, Reliable Automotive, Austin



"I have been running in Ad Pages since the beginning of the year and have been extremely pleased with the results, so much so, that I have decided to continue our campaign. The service I have received from my Account Manager has been top-notch. She and everyone at Ad Pages has gone over and above to make certain my marketing needs are being met every step of the way. I would highly recommend Ad Pages to other businesses in the area."

Scott, French Quarter Grille



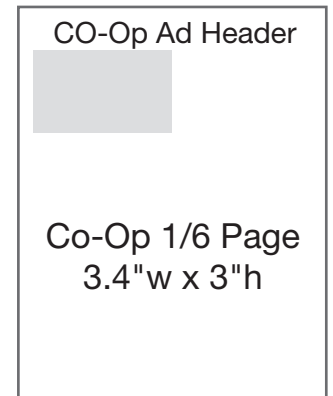
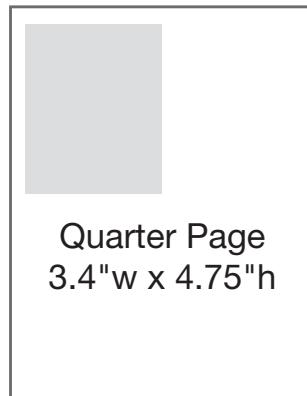
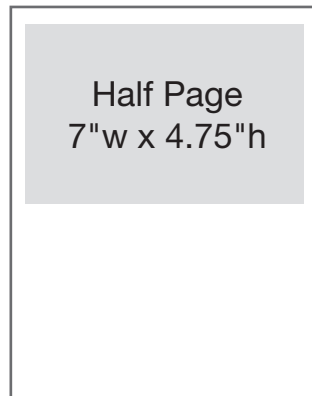
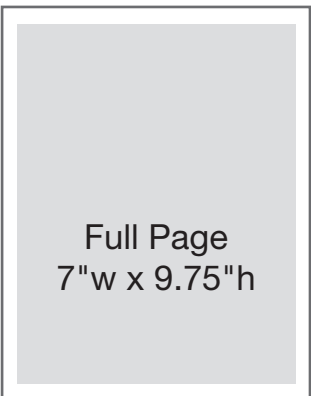
"We were very pleased with our results from Ad Pages. The return on our investment has been one of the best we have ever seen. Within less than 2 weeks we have received over 210 coupons back. Our Cover Ad looked incredible and our rep made the whole process easy."

Moonie's Burger House, Cedar Park

Ad Pages Magazine Ad Specifications

Magazine Ads

Submit as PDF - 300 dpi, CMYK process colors • No Bleed, No Crop Marks



Coupon Offers

To maximize the useability of coupon offers, please create ads to have all coupons on the **RIGHT HALF** of the ad space.

We also recommend you use bold dashed line coupons with white or light background so that the offers are noticed better.



Press Ready Files Upload Information

Publication Dates and Deadlines can be found on page 3. Email the ad file by the deadline date to the Ad Pages sales Rep if file is under 16 MB OR upload the file directly to the Ad Pages file storage site. All files should be submitted as PDF - 300 dpi, CMYK process colors, outlined fonts and no spot colors. Please notify your Sales Rep any time you upload a file.

www.adpages.com/upload

Include:

1. Advertiser / Business Name
2. Issue Month and Issue City / Market
3. AdPages Sales Rep Name

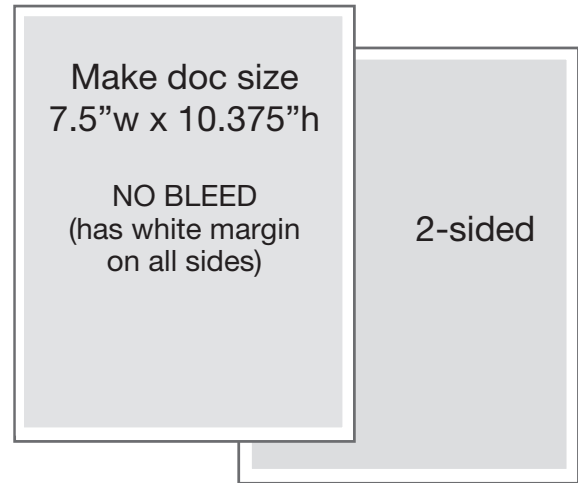
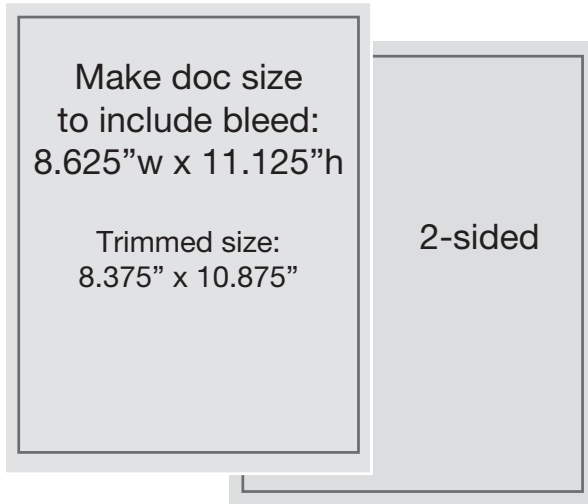
Premium Insert (with bleed)



Download Premium Insert Template
Submit as PDF - 300 dpi, CMYK process colors,
with Bleed and Crop Marks

Regular Insert (NO bleed)

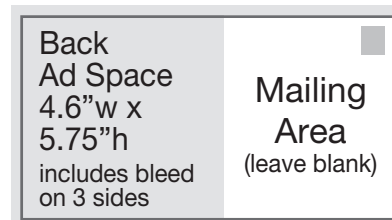
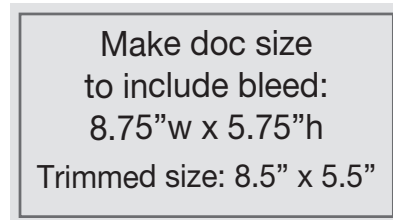
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



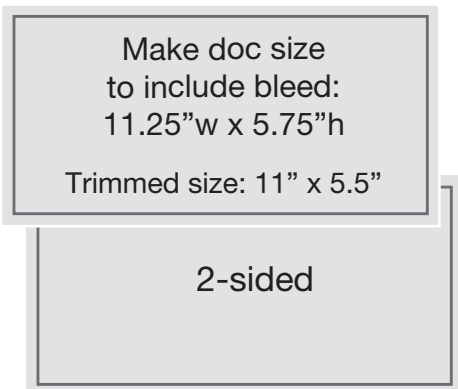
D-Card (with bleed)



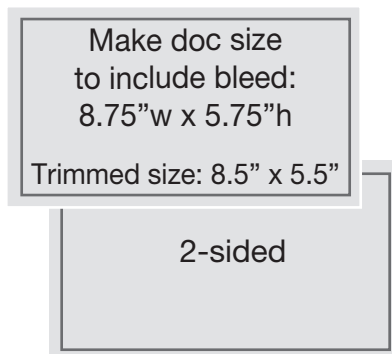
Download D-Card Template
Submit as PDF - 300 dpi, CMYK process colors
with Bleed and Crop Marks



Postcard Insert - Large 11" x 5.5" (with bleed)



Postcard Insert - Small 8.5" x 5.5" (with bleed)



Submit as PDF - 300 dpi, CMYK process colors with Bleed and Crop Marks

Click on Magazine to View Online Ad Samples.
Inserts and D-cards will be shown at the back of some magazines.

