

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

Ad Pages

Savings Magazine

HOUSTON 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 20,000-30,000 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
100,000 to 375,000 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. 20,000). 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
20,000 to 30,000
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.



Houston 2019 Magazine Circulation

Effective March 2019

ZONE A 120,000 households

| | |
|---|--------|
| Woodlands North/Conroe | 25,000 |
| 77354*, 77382, 77384*, 77316 | |
| Woodlands Central | 20,000 |
| 77380, 77381, 77382*, 77384* | |
| Woodlands East | 25,000 |
| 77385, 77386 | |
| Woodlands South/Spring | 25,000 |
| 77373*, 77388, 77389* | |
| Woodlands West/Tomball..... | 25,000 |
| 77375*, 77359*, 77362*, 77379*, 77389* | |

ZONE C 100,000 households

| | |
|--|--------|
| Katy West..... | 30,000 |
| 77494 | |
| Katy East | 25,000 |
| 77450, 77094 | |
| Memorial West | 25,000 |
| 77077, 77079, 77082, 77042* | |
| Memorial East..... | 20,000 |
| 77024, 77042*, 77063*, 77057*, 77056* | |

ZONE B 155,000 households

| | |
|-------------------------------|--------|
| Klein/Champions | 30,000 |
| 77375*, 77379*, 77070*, | |
| Cypress North | 25,000 |
| 77429*, 77433* | |
| Cypress South..... | 25,000 |
| 77433*, 77449* | |
| Copperfield | 25,000 |
| 77084*, 77095 | |
| Cy-Fair South..... | 25,000 |
| 77040*, 77064*, 77065, 77070* | |
| Cy-Fair North | 25,000 |
| 77070*, 77377*, 77429* | |

Total Mailed 375,000

Mailing week of:

| | |
|------------|--------------|
| January 28 | August 12 |
| March 18 | September 16 |
| April 15 | October 28 |
| May 13 | December 9 |
| July 1 | |



*Denotes partial zip code distribution

Houston

2019 Mail Dates and Copy Deadlines

| Edition | Mailing Week of | 100% Deadline All Ad Reservations, Copy & Press Ready Files Due | Client Ad Approvals Due |
|--------------------|------------------------|---|--|
| Feb/March | 1/28/2019 | 1/9 | 1/14 |
| March/April | 3/18/2019 | 2/27 | 3/6 |
| April/May | 4/15/2019 | 3/27 | 4/3 |
| May/June | 5/13/2019 | 4/24 | 5/1 |
| July/Aug | 7/1/2019 | 6/12 | 6/19 |
| Aug/Sept | 8/12/2019 | 7/24 | 7/31 |
| Sept/Oct | 9/16/2019 | 8/28 | 9/4 |
| November | 10/28/2019 | 10/9 | 10/6 |
| December | 12/9/2019 | 11/18 | 11/25 |

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.

RED ROOSTER GRILL
Breakfast | Lunch | Dinner

Now Serving Breakfast 7:30AM-11:30AM

BREAKFAST FREE TACO
Buy 1 taco and get 1 taco free. 1 of equal or lesser value. Limit 4.

LUNCH/DINNER FREE QUESO
With 2 entrees.

LUNCH/DINNER \$10 OFF
Any purchase of \$20 or more.

www.RRCMexicanKitchen.com
281-719-0246 • 26850 I.45 North
Oak Ridge North, TX, 77386

"Let me get straight to the point...First mailing we received more than 150 coupons...2nd mailing even more, we are currently on our 6th mail out! I truly believe in Ad Pages, so much that I have recommended Ad Pages Magazine to other businesses and friends."

*Marlin Rogel - General Manager
Red Rooster Grill Mexican Kitchen*

BLUEWATER SEAFOOD
866.239.9140

FREE 6 Boiled Shrimp
with purchase of 2 entrees

\$10 Off
Any purchase of \$40 or more

"If our seafood was any fresher, it would still be swimming!"

www.BluewaterSeafoodOnline.com

"In our first month advertising with Ad Pages, we redeemed over 1,000 coupons, and gained hundreds of new customers. We have seen an overall 15% increase in business. We have tried several advertising mediums but have never seen a response like we have had with Ad Pages."

*Ping Aplin
Bluewater Seafood, Houston, Texas*

BUSH'S CHICKEN!
Try Some Today!

BUFFALO FRIES!

50% OFF
Buy 1 order of Buffalo Fries, Get 1 50% OFF

FREE Kids Meal
with Purchase of Regular Meal

\$19.99
20 Tenders, 2 Family Sides and 8 Rolls

FORNEY • 590 FM 548 S
(972) 284-9080

"We have been using Ad Pages for 9 months and we love the results we see with the magazine and the mobile Go App. It is so cool and it works great for our business. Our customers love how easy it is to find our coupons. We see results immediately when it hits homes and continues into the next mailing. We decided to try Ad Pages for our marketing and in just the first mailing we received 325 coupons and they keep on coming! In just the first week of delivery our sales increased by \$1500!"

*Ryan Weaks
Bush's Chicken, Cypress, TX*

Pita Pit
WE DELIVER
FRESH-BAKED, FLAVOR FILLED
COME TRY US TODAY!

2 PITAS FOR \$10

\$2 OFF ANY PITA

BUY 1 PITA GET 1 FREE

FREE DRINK AND CHIPS WITH PURCHASE OF ANY PITA

www.pitapitusa.com for complete menu

832-982-2771
11081 Westheimer Rd. C • Houston, TX 77042

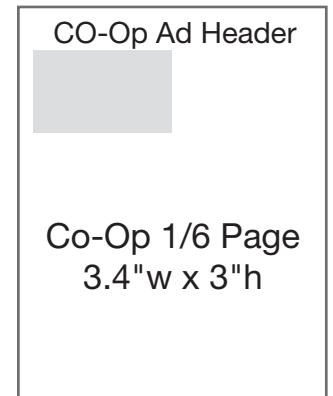
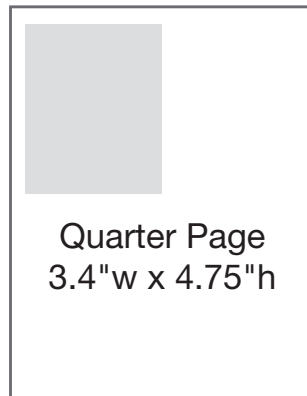
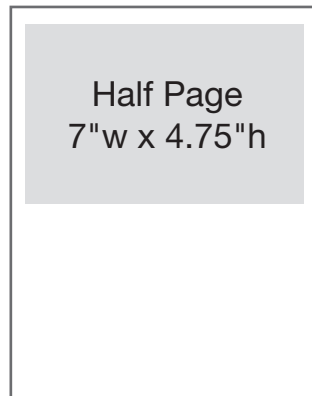
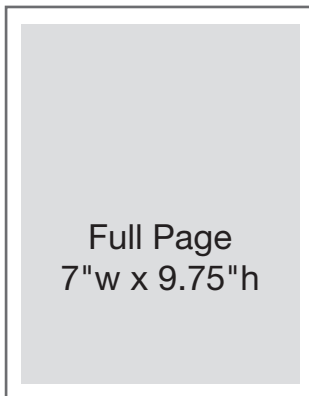
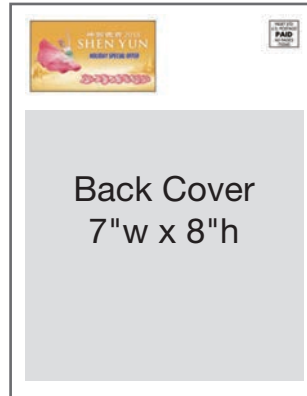
"We have been advertising with Ad Pages for a year and have noticed an increase in coupon redemptions. We see results within the first week of mail drop and it continues for about a month. We get about 125 new customers each month redeeming almost 200 coupons per mailing. We are seeing a 5-8% increase in sales."

*Kinjal Patel - Owner
Pita Pit*

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

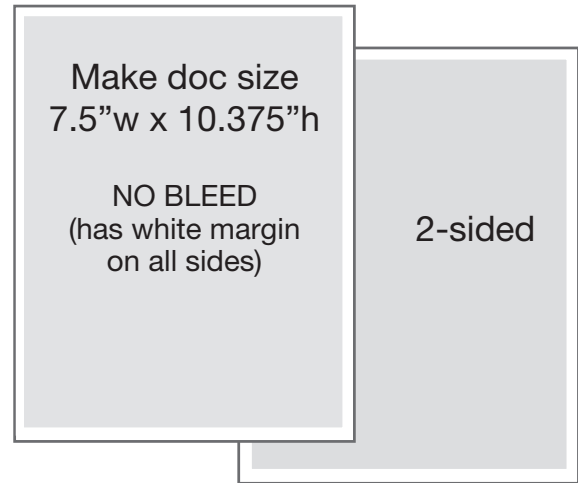
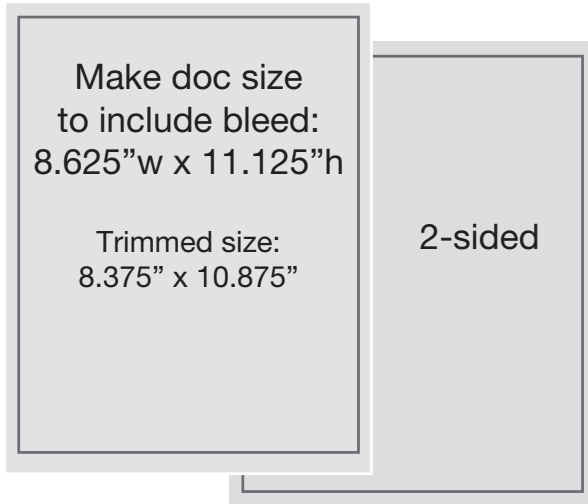
Premium Insert (with bleed)



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

Regular Insert (NO bleed)

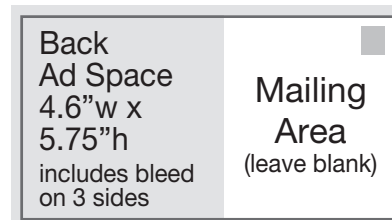
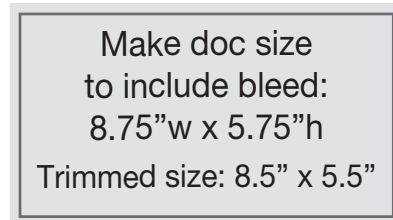
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



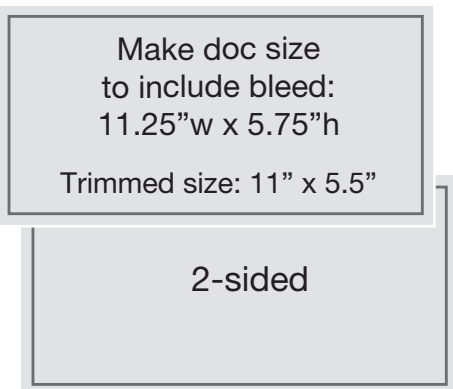
D-Card (with bleed)



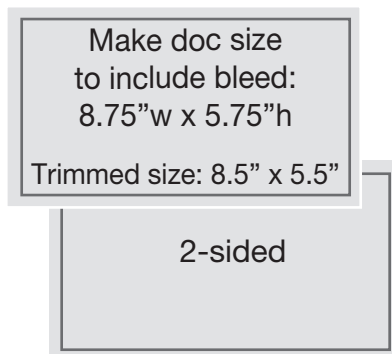
Download D-Card Template
Submit as PDF - 300 dpi, CMYK process colors
with Bleed and Crop Marks



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.

