

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

Ad Pages

Savings Magazine

ST. LOUIS 2019



October 2018 | AdPages.com

Ad Pages
Savings Magazine

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

BALLROOM LATIN & SWING
Start Dancing TODAY!

NEW STUDENT PRIVATE LESSON \$18
NO PARTNER NEEDED!

DANCE PIAZZA 636-441-6854
www.dance-piazz.com

Aug/Sept 2018 | AdPages.com

Ad Pages
Savings Magazine

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

TACO TUESDAY!
Join us for \$2 Street Tacos & \$5 Casa Mia Margaritas!

Casa Mia
MEXICAN KITCHEN
Authentic Mexican Food

Street Tacos

235 Jungermann Rd, Ste 201
St. Peters, MO 63376
(636) 317-1004

\$5 OFF
Purchase of \$25 or more

July/August 2018 | AdPages.com

Ad Pages
Savings Magazine

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

NO SHORTCUTS. JUST SLICING, PILING, AND REPEATING.

Jersey Mike's SUBS

BUY 2 GIANT SUBS! GET THE 3rd FREE! \$2.00 OFF Any Regular or Giant Sub

Aug/Sept 2018 | AdPages.com

Ad Pages
Savings Magazine

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

TOTAL BODY STRETCH
Introducing the stretch METHOD

Flexibility • Mobility • Performance

30 MINUTE SESSION FOR ONLY \$31

MessageEnvy.com/Stretch
1140 Central Park Drive | O'Fallon, IL 62269
(618) 622-3689
M-F 10a-7p | Sa 10a-6p

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 20,000-25,000 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 50,000 to 510,000 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.

DETACHED CARDS

INSERTS

2-sided, 4-color advertising inserts available.
Regular inserts are 7.5" x 10" and 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.



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 510,000 homes.

BUNDLED PRINT & DIGITAL PACKAGES

When utilizing both print and digital advertising, the results can be extremely effective. Advertisers who cross-promote between print and digital are more successful. The best way to market your business is to use all media channels in a multi-pronged approach to reach every aspect of your target demographic. Ad Pages can help you with print or digital or a combination of both for a high impact on your market.

CUSTOM DIRECT MAIL



We can custom design any direct mail piece for your company and mail it to the desired coverage area. Prices are based on desired art and cost per thousand mailed.

ONLINE LEAD GENERATION SERVICES

- Geo-Fencing
- Social Media
- Review Generation
- Website Design
- Email Marketing
- Programmatic display, reach and site retargeting
- SEO
- Mobile Coupons

Ad Pages.com



DALLAS • HOUSTON • AUSTIN • SAN ANTONIO • ST. LOUIS

AdPages®

Savings Magazine

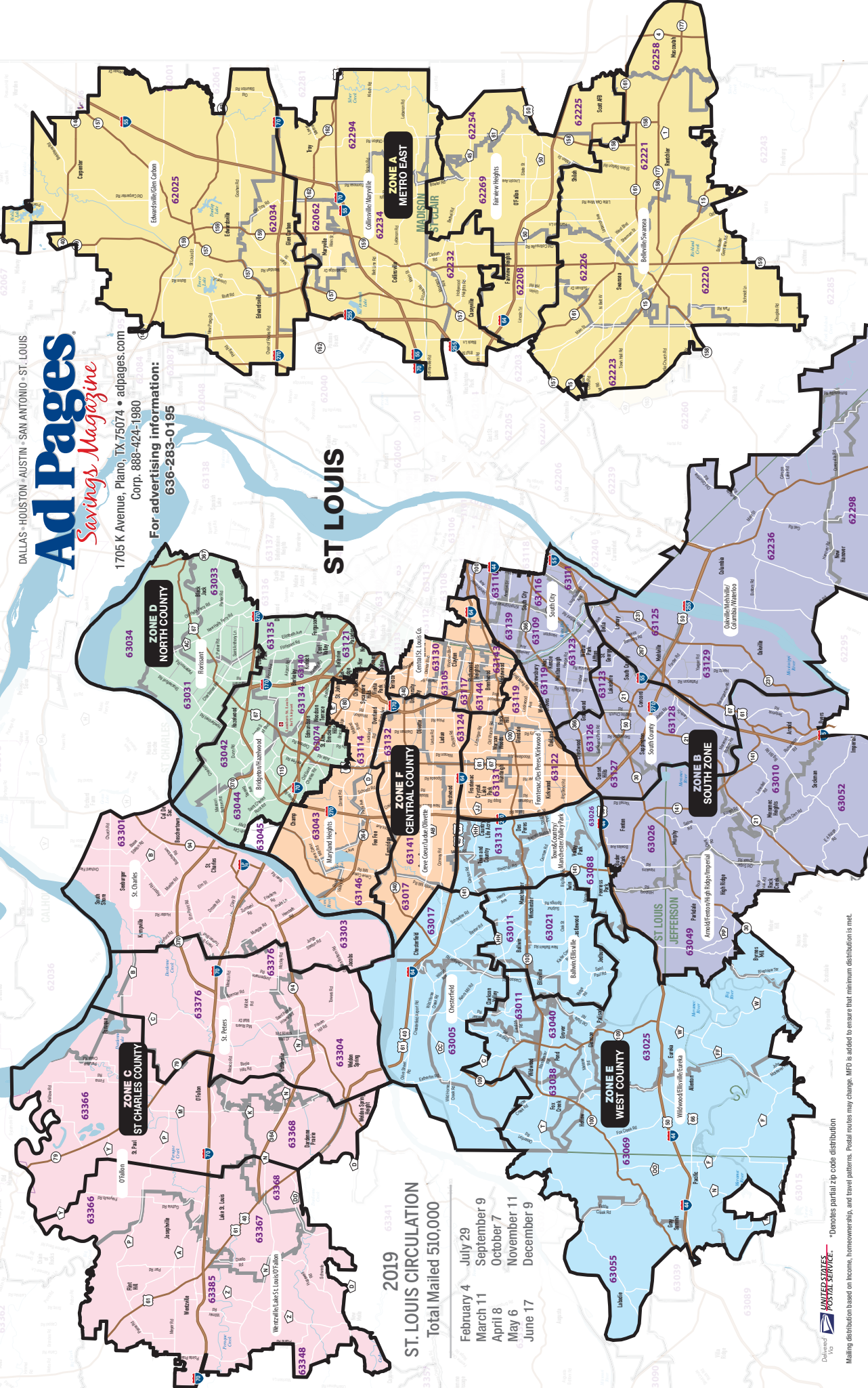
1705 K Avenue, Plano, TX 75074 • adpages.com
 Corp. 888-424-1980
 For advertising information:
 636-283-0195

ST LOUIS

2019 ST. LOUIS CIRCULATION Total Mailed 510,000

February 4	July 29
March 11	September 9
April 8	October 7
May 6	November 11
June 17	December 9

UNITED STATES POSTAL SERVICE
 Delivered by MAIL SERVICE
*Denotes partial zip code distribution
Mailing distribution based on income, home ownership, and travel patterns. Postal routes may change. MFD is added to ensure that minimum distribution is met.



Zone A • Metro East • Circulation 80,000

Edwardsville/Glen Carbon	20,000
62025, 62034, 62062, 62234*	
Collinsville/Maryville	20,000
62234, 62294, 62232, 62062*	
Fairview Heights/O'Fallon	20,000
62265, 62208, 62226, 62225*, 62254*	
Bellefonte/Swansea	20,000
62221, 62226, 62220, 62258*, 62223*	

Zone B • South Zone • Circulation 100,000

Arnold/Fenton/High Ridge/Imperial	25,000
63026, 63010, 63052, 63049*	
South City	25,000
63095, 63139, 63101*, 63116*, 63119*	
South County	25,000
63128, 63123, 63126, 63127	
Oakville/Mehlville/Columbia/Waterloo	25,000
63129, 62298, 62236, 63125	

Zone C • St. Charles County • Circulation 100,000

St. Charles	25,000
63303, 63304*, 63301*, 63376*	
St. Peters	25,000
63376*, 63304*, 63366*	
O'Fallon	25,000
63368, 63366, 63376*	
Wentzville/Lake St. Louis/O'Fallon	25,000
63385, 63397, 63596*, 63368*	

Zone D • North County • Circulation 50,000

Bridgeton/Hazelwood	25,000
63042, 63074, 63194, 63044*, 63139*	
Florissant	25,000
63303*, 63141*, 63121*	
63303, 63031, 63034	

Zone E • West County • Circulation 80,000

Chesterfield	20,000
63005, 63017, 63011, 63038*, 63040*	
Wildwood/Ellisville/Eureka	20,000
63065, 63025, 63040, 63038*, 63011*	
Ballwin/Ellisville	20,000
63021, 63011*, 63017*	
Town & Country/Manchester/Valley Park	20,000
63021, 63131, 63122, 63088, 63026*, 63049*	

Zone F • Central County • Circulation 100,000

Maryland Heights	25,000
63146, 63043, 63114, 63152	
Creve Coeur/Ladue/Olivette	25,000
63141, 63017, 63124, 63132, 63131*, 63117*	
Frontenac/Des Peres/Kirkwood/	25,000
Webster Groves	25,000
63119, 63122, 63131*, 63123*	
Central St. Louis Co.	25,000
63130, 63144, 63117, 63143, 63105*, 63199*	
63123*, 63110*	

2019 St. Louis Circulation

Total Mailed 510,000

February 4 April 8 June 17 September 9 November 11
March 11 May 6 July 29 October 7 December 2

For advertising information call: 636-283-0195

Zone A • Metro East • Circulation 80,000

Edwardsville/Glen Carbon	20,000
62025, 62034, 62062*, 62234*	
Collinsville/Maryville	20,000
62234, 62294, 62232*, 62062*	
Fairview Heights/O'Fallon	20,000
62269, 62208, 62226, 62225*, 62254*	
Belleville/Swansea	20,000
62221, 62226, 62220, 62258*, 62223*, 62225*	

Zone B • South Zone • Circulation 100,000

Arnold/Fenton/High Ridge/Imperial.....	25,000
63026, 63010, 63052, 63049*	
South City.....	25,000
63109, 63139, 63110*, 63116*, 63119*, 63123*	
South County	25,000
63128, 63123, 63126, 63127	
Oakville/Mehlville/Columbia/ Waterloo	25,000
63129, 62298, 62236, 63125	

Zone C • St. Charles County • Circulation 100,000

St. Charles	25,000
63303, 63304*, 63301*, 63376*	
St. Peters.....	25,000
63376*, 63304*, 63366*	
O'Fallon	25,000
63368, 63366, 63376*	
Wentzville/Lake St. Louis/O'Fallon	25,000
63385, 63367, 63366*, 63368*	

Zone D • North County • Circulation 50,000

Bridgeton/Hazelwood	25,000
63042, 63074, 63134, 63044*, 63135*, 63031*, 63114*, 63121*	
Florissant	25,000
63033, 63031, 63034	

Zone E • West County • Circulation 80,000

Chesterfield	20,000
63005, 63017, 63011, 63038*, 63040*, 63304*	
Wildwood/Ellisville/Eureka	20,000
63069, 63025, 63040, 63038*, 63011*, 63055*, 63049*, 63051*, 63021*	
Ballwin/Ellisville	20,000
63021, 63011*, 63017*	
Town & Country/Manchester/ Valley Park.....	20,000
63021, 63131, 63122, 63088, 63026*, 63049*	

Zone F • Central County • Circulation 100,000

Maryland Heights	25,000
63146, 63043, 63114, 63132	
Creve Coeur/Ladue/Olivette	25,000
63141, 63017, 63124, 63132, 63131*, 63117*	
Frontenac/Des Peres/Kirkwood/ Webster Groves	25,000
63119, 63122, 63131*, 63123*	
Central St. Louis Co.	25,000
63130, 63144, 63117, 63143, 63105*, 63139*, 63123*, 63110*	

*Denotes partial zip code distribution



Mailing distribution based on income, homeownership, and travel patterns. Postal routes may change. MFD is added to ensure that minimum distribution is met.

St. Louis

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	2/4/2019	1/9	1/16
March/April	3/11/2019	2/20	2/27
April/May	4/8/2019	3/20	3/27
May/June	5/6/2019	4/17	4/24
June/July	6/17/2019	5/29	6/5
Aug/Sept	7/29/2019	7/10	7/17
Sept/Oct	9/9/2019	8/21	8/28
Oct/Nov	10/7/2019	9/18	9/25
Nov/Dec	11/11/2019	10/23	10/30
December	12/2/2019	11/11	11/18

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.



"Ad Pages works very, very well for us. We would choose this magazine over any other out there. We have been using the insert program for over 9 months now and like the fact that it doesn't get "lost in the mail". We notice results immediately and continue to do so up until the day the coupons expire. We staff a couple of extra people for the first weekend because of the number of customers it brings in. During the month of July we saw 1,047 redeemed. We can always count on new customers that become loyal after bringing in their coupons and trying out our food."

Jersey Mike's Subs, O'Fallon, MO



"We are in our 10th year with the Ad pages. For April 3rd 2017, we tried a D-card for the first time in addition to running a half page ad in the magazine. The D-card mailed to 20K homes in Belleville. It had 2 coupons 1 for April, 1 for May. We received back a total of 514 coupons. April 2017 = 252 coupons 262 coupons= May 2017. On the regular half page ad in the May 3rd edition we had 156 coupons redeemed. We are extremely pleased and will continue with the Ad Pages."

Sandy's Back Porch Gardens, Belleville, IL



"We have been advertising with Ad Pages since 2015 and it works very well. Our ad pulls response as soon as it hits homes and every week until it ends, redeeming 120-150 coupons per mailing and a 20% sales increase. We couldn't go without it since it generates so much new and repeat business!"

Friends Bar & Grill, Bridgeton, MO



"We've been using Ad Pages Magazine for 8 years now and it is our top coupon return, it's amazing! It's a great source for measuring our marketing dollars. We notice results the day after it mails and continue to see response for the entire month. We utilized the Premium Insert last year and saw a huge return on coupons, redeeming over 400. We were able to promote our upcoming second location, too. On average we see 270 coupons per mailing. During the month of September, 2017 we generated approximately \$5400 in sales!"

Jenni & Ryan Smith, Kolache Factory, Brentwood, MO



"We have been advertising with Ad Pages since 2014 and it works excellently for our business. We see immediate results the day it hits homes. We redeem 30-50 coupons per mailing and have had a 10-20x return on investment. Every month we advertise we see 40-70 new customers with 34% repeat and referrals. Our gross sales have increased 300-400% with non-stop lead calls every day of every week, even on Sundays!"

Kevin Anderson, Gorilla Man Tree and Stump Removal



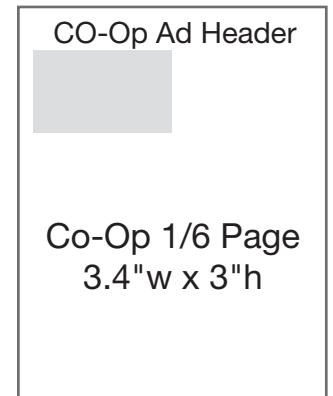
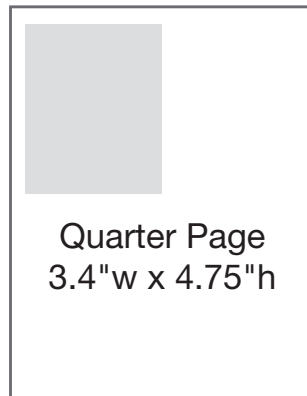
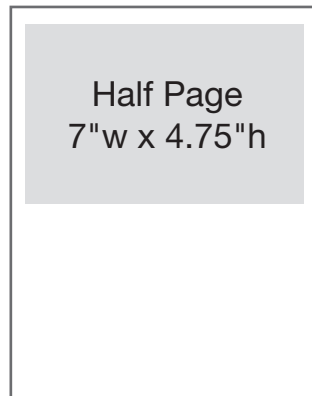
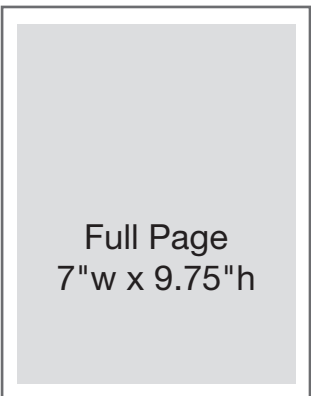
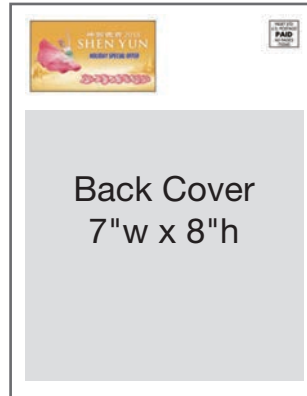
"We have been using Ad Pages since October 2016 and it is the best advertising we do. We've seen results since the first mailing and it continues to pull response for two or three months after. I have had customers say they had never been here before but will come back, thanks to the Ad Pages!"

Bob Peters, Hessler's Pub, St. Louis, MO

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

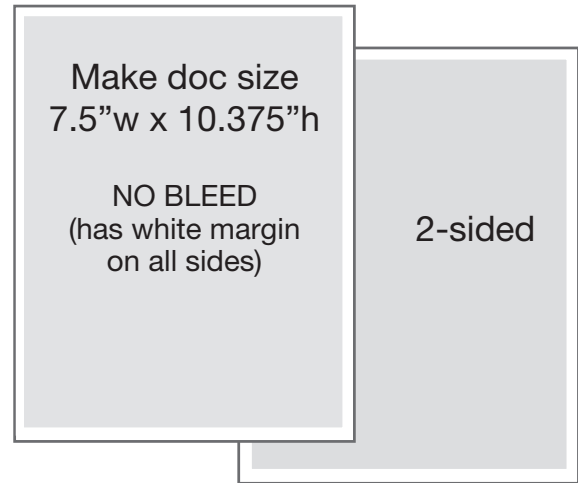
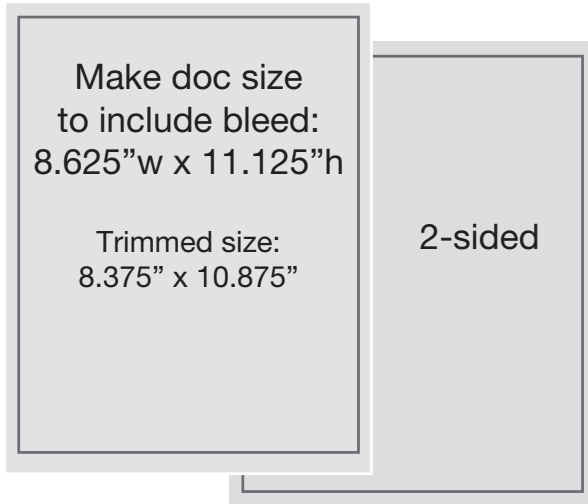
Premium Insert (with bleed)



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

Regular Insert (NO bleed)

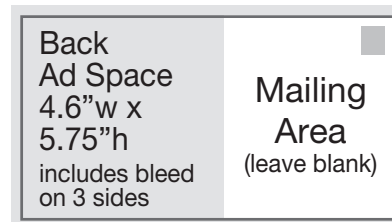
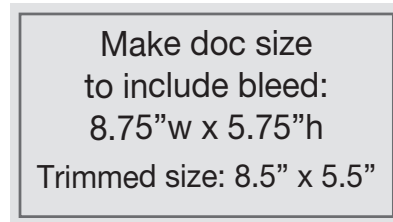
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



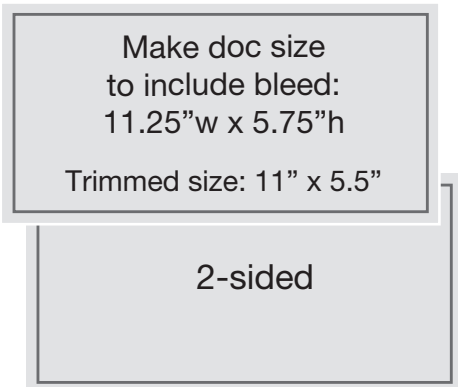
D-Card (with bleed)



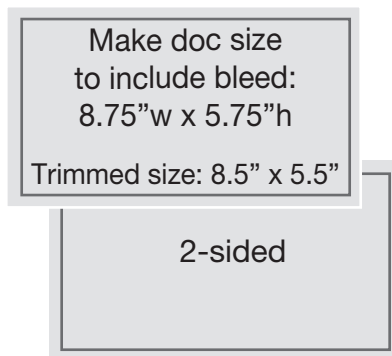
Download D-Card Template
Submit as PDF - 300 dpi,
CMYK process colors
with Bleed and Crop Marks



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.

