

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

Ad Pages

Savings Magazine

AUSTIN 2020



Celebrating 32 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.



2020 AUSTIN CIRCULATION

Total Mailed 275,000

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North Zone Circulation 100,000

N1	Georgetown/Sun City..... 25,000 78626, 78628, 78633
N2	West Cedar Park/Crystal Falls/Leander..... 25,000 78641*, 78613*
N3	E. Cedar Park/Avery Ranch Brushy Creek/ W. Round Rock..... 25,000 78613*, 78681, 78717, 78641*
N4	East Round Rock/Hutto..... 25,000 78665, 78664, 78634

Central Zone Circulation 75,000

C1	N.W. Austin/Great Hills/ Balcones/Four Points 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	Lakeway/Bee Caves/Spicewood/ Steiner Ranch 25,000 78641*, 78732, 78734, 78738, 78669
S2	West Central Austin 25,000 78730, 78733, 78735, 78746, 78703, 78704, 78756*
S3	S.W. Austin..... 25,000 78736, 78737, 78739, 78749, 78619, 78620
S4	South Austin/Buda 25,000 78748, 78747, 78652, 78610

Mailing Week of:

January 21	July 20
February 24	August 24
March 23	September 21
April 20	October 19
May 18	November 16
June 22	



*Denotes partial zip code distribution

AUSTIN 2020 MAIL DATES & COPY DEADLINES

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Edition Month	Mailing Week of	ALL IN DEADLINE Existing Contracts, Client Ad Copy & Press Ready Files Due
Jan/Feb	1/21/2020*	1/2*
Feb/March	2/24/2020	2/5
March/April	3/23/2020	3/4
April/May	4/20/2020	4/1
May/June	5/18/2020	4/29
June/July	6/22/2020	6/3
July/Aug	7/20/2020	7/1
Aug/Sept	8/24/2020	8/5
Sept/Oct	9/21/2020	9/2
Oct/Nov	10/19/2020	9/30
Nov/Dec	11/16/2020	10/28

*adjusted to accommodate holiday

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.

Pinballz Lake Creek Specials

"Best Party Place"
Book Party Reservations
Event with 10 Tables!

HAPPY HOUR SPECIALS
\$1 Off Draft Beer, House Wine, Well Drinks & \$2 Off All Appetizers - All Day Monday, 150 Beer Selections at our 150 Tap Bar. 4PM-7PM - Tuesday - Friday

Try Our Delicious Smoke-House Barbecue!
Delicious rustic casual cuisine including Artisan pizzas and in-house ground Burgers!

Classic and Modern Games, Exciting Attractions, Delicious Food & Drink, and More!

DOZENS OF LOCAL BREWS!
Stop in for a pint today!

\$5 OFF
Zombie Crisis Escape Room Challenge

\$5 FREE
GAME PLAY with \$20 Game Card purchase

THREE GREAT AUSTIN-AREA LOCATIONS

PINBALLZ LAKE CREEK
13728 Research Blvd (283 & Lake Creek)
Austin, TX (512) 522-6000

PINBALLZ ARCADE
8440 Research Blvd.
Austin, TX (512) 401-1417

PINBALLZ KINGDOM
12501 RYAN
Buck, TX (512) 522-6000

"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

Reliable Automotive

Diesel Repair Specialist

- ✓ FREE Engine Scan
- ✓ FREE Brake Inspection
- ✓ FREE Alignment Checks
- ✓ FREE Shuttle Service
- ✓ FREE WIFI & Coffee

RELIABLE Keep It Local, Keep It RELIABLE

Locally Since 1988

\$24 OIL CHANGES
with 4 Tire Rotations & 25 Point Insp

\$59 Computer Wheel Alignment and Tire

0% Financing \$/Mo. Same as Cash (MSRP)

CarCareONE

24/24 Nationwide Warranty

HOURS: M-F 7:30am-5:30pm • Sat 8:00am-1:00pm

www.Reliable-Auto.com

VISIT OUR STAFF

BUDA
512-328-3075
3420 PM 867
Buda, TX 78015

SAN MARCOS
512-467-7390
1201 N State Hwy 123
San Marcos, TX 78666

14830 PM 867
Buda, TX 78015

1201 N State Hwy 123
San Marcos, TX 78666

"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

FRENCH QUARTER GRILLE
612-832-9090 frenchquartergrilleaustin.com

Nobody Does What We Do!

One FREE Cup of Gumbo
(Seasonal OOB children & Seniors)

50% OFF Entree
with purchase of \$25.00 or more of regular or greater value (plus 2 beverages)

Celebrating our 25th Anniversary
Over 250 Yrs!

13000 N I-35 | Bldg 2, Ste 600
Austin, TX 78753

"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

MOONIE'S HAS BEEN REMODELED IN CEDAR PARK!
Come check us out!

MOONIE'S

BURGER HOUSE

1 FREE GOURMET BURGER
Purchase 1 gourmet burger and get one of equal or greater value FREE

Monday, Closed - Tues - Sunday 11am - 9pm
200 S. Bell Blvd. Cedar Park, TX 78613 • (512) 249-5214
mooniesburgerhouse.com/cedarpark

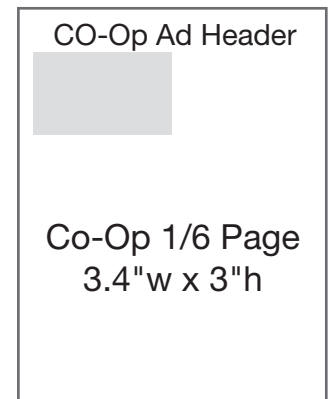
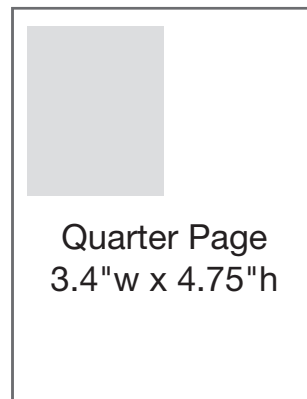
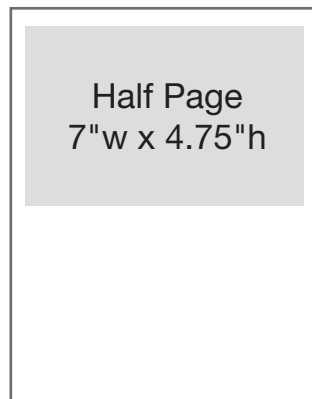
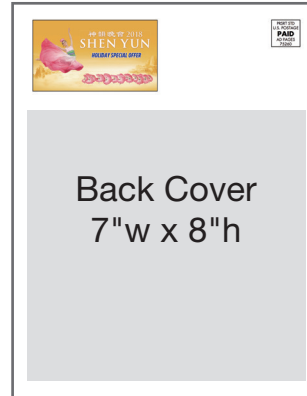
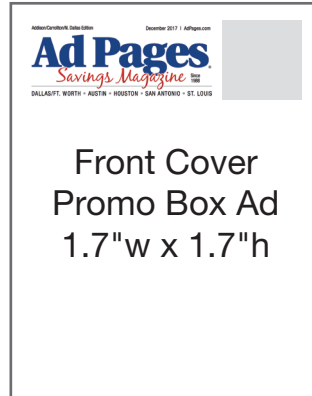
"We were very pleased with our results from Ad Pages. The return on our investment has been one of the best we have ever seen. Within less than 2 weeks we have received over 210 coupons back. Our Cover Ad looked incredible and our rep made the whole process easy."

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, **All Coupons MUST APPEAR on the RIGHT HALF of the ad space.** It is recommend you use bold dashed line coupons with white or light background so that the offers are easier to read.



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

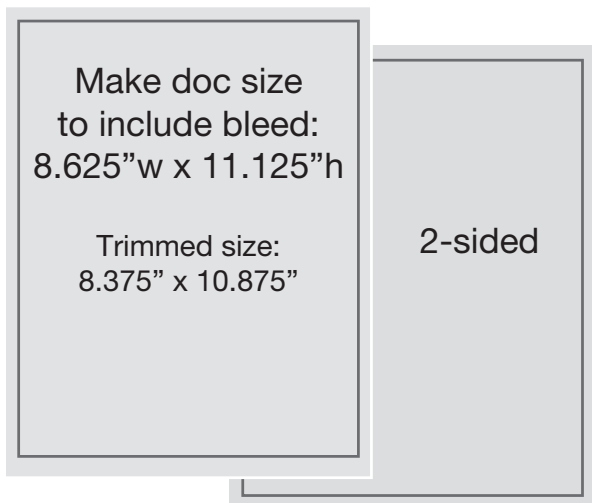
Include:

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

Premium Insert (with bleed)

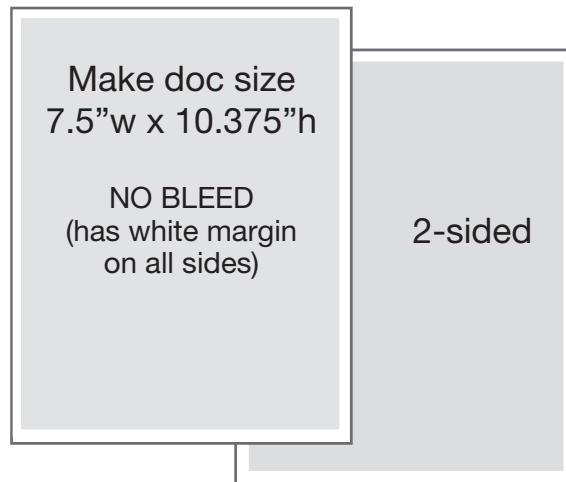


Download Premium Insert Template
Submit as PDF - 300 dpi, CMYK process colors,
with Bleed and Crop Marks



Regular Insert (NO bleed)

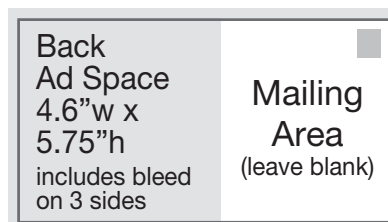
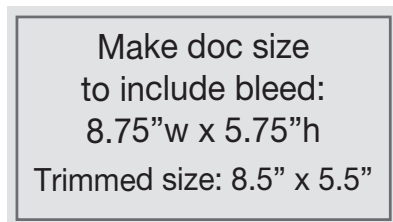
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



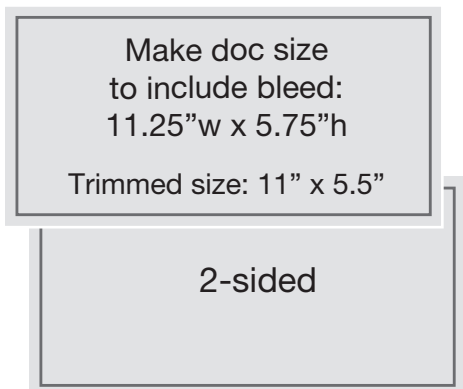
D-Card (with bleed)



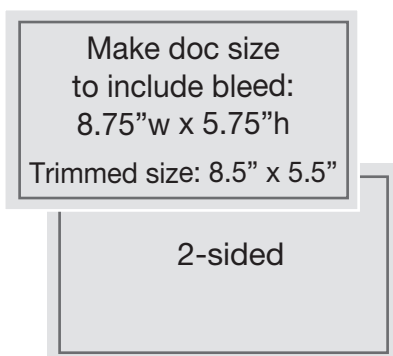
Download
D-Card Template
Submit as PDF - 300 dpi,
CMYK process colors
with Bleed and Crop Marks



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.

