

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

Ad Pages

Savings Magazine

SAN ANTONIO 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 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
115,000 to 365,000 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 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.

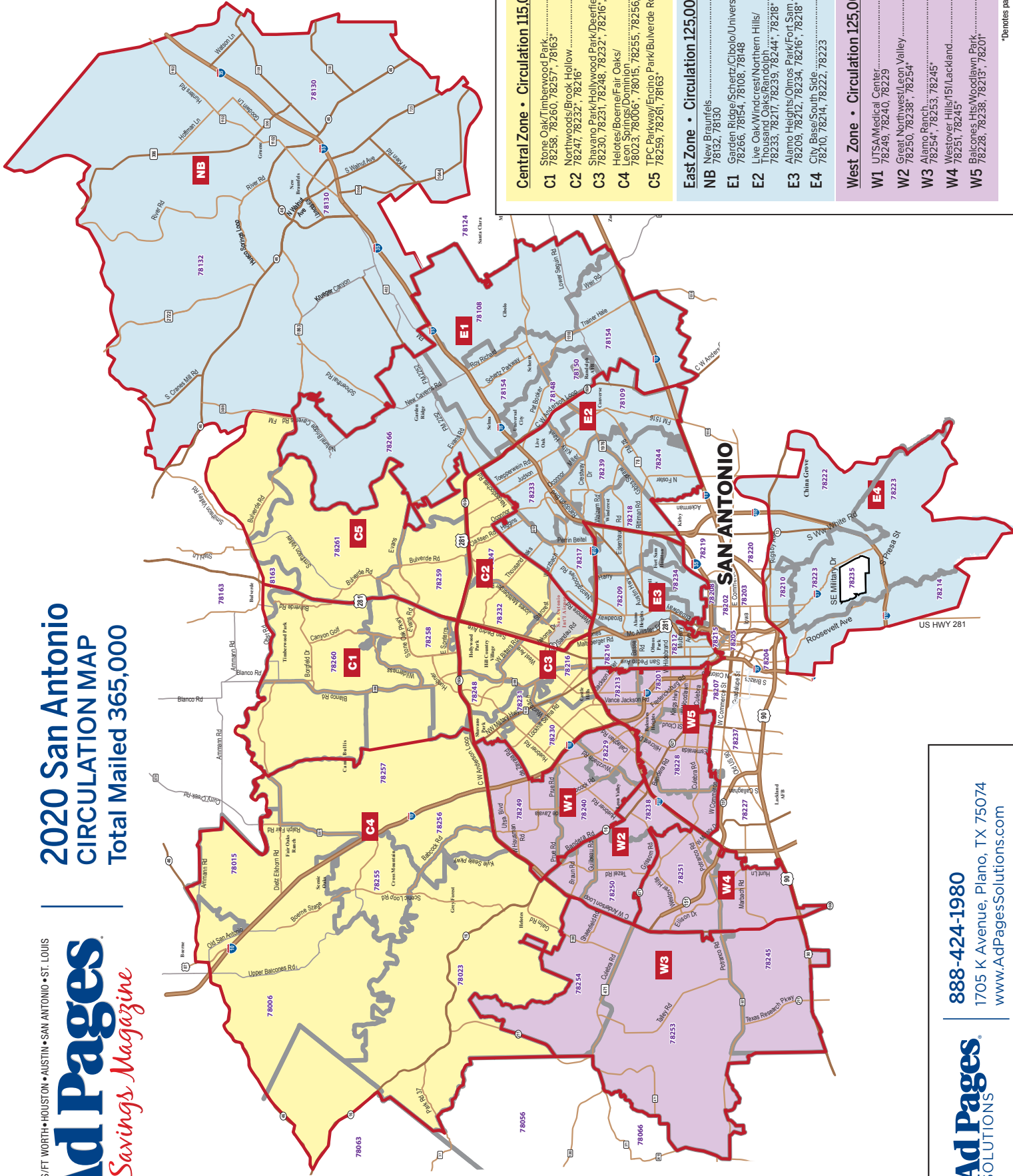
Half page magazine ad \$1199*

Full page magazine ad \$1459*

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



2020 San Antonio CIRCULATION MAP Total Mailed 365,000



Central Zone • Circulation 115,000	
C1	Stone Oak/Timberwood Park, 78258, 78260, 78257, 78163* 20,000
C2	Northwoods/Brook Hollow, 78247, 78232, 78216 25,000
C3	Shavano Park/Hollywood Park/Daeffield, 78230, 78231, 78248, 78232*, 78216*, 78213* 25,000
C4	Helotes/Boerne/Fair Oaks/Helotes Springs/Compton, 78023, 78006, 78015, 78255, 78256, 78257 25,000
C5	TPC Parkway/Encino Park/Bulverde Rd., 78259, 78261, 78163* 20,000
East Zone • Circulation 125,000	
NB	New Braunfels, 78132, 78130 25,000
E1	Garden Ridge/Schertz/Cibolo/Universal City, 78266, 78154, 78108, 78148 25,000
E2	Live Oak/Windcrest/Northern Hills/Housatonic Oaks/Kanopolis, 78235, 78217, 78239, 78244*, 78216* 25,000
E3	Alamo Heights/Olmos Park/Fort Sam, 78209, 78212, 78234, 78216*, 78218* 25,000
E4	City Base/South Side, 78210, 78214, 78222, 78223 25,000
West Zone • Circulation 125,000	
W1	UTSAMEDICAL Center, 78249, 78240, 78229 25,000
W2	Great Northwest/Leon Valley, 78250, 78238*, 78254* 25,000
W3	Alamo Ranch, 78254*, 78253, 78245* 25,000
W4	Westover Hills/151/Lackland, 78251, 78245* 25,000
W5	Balcones Hts/Woodlawn Park, 78228, 78238, 78213*, 78201* 25,000

*Denotes partial zip code distribution

888-424-1980
1705 K Avenue, Plano, TX 75074
www.AdPagesSolutions.com

SAN ANTONIO 2020 CIRCULATION

Total Mailed 365,000

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

Ad Pages

Savings Magazine

Central Zone • Circulation 115,000

C1	Stone Oak/Timberwood Park..... 20,000 78258, 78260, 78257*, 78163*
C2	Northwoods/Brook Hollow 25,000 78247, 78232*, 78216*
C3	Shavano Park/Hollywood Park/ Deerfield 25,000 78230, 78231, 78248, 78232* 78216*, 78213*
C4	Helotes/Boerne/Fair Oaks/ Leon Springs/Dominion 25,000 78023, 78006*, 78015, 78255, 78256, 78257
C5	TPC Parkway/Encino Park/ Bulverde Rd. 20,000 78259, 78261, 78163*

West Zone • Circulation 125,000

W1	UTSA/Medical Center..... 25,000 78249, 78240, 78229
W2	Great Northwest/Leon Valley 25,000 78250, 78238*, 78254*
W3	Alamo Ranch..... 25,000 78254*, 78253, 78245*
W4	Westover Hills/151/Lackland..... 25,000 78251, 78245*
W5	Balcones Hts/Woodlawn Park..... 25,000 78228, 78238, 78213*, 78201*

East Zone • Circulation 125,000

NB	New Braunfels..... 25,000 78132, 78130
E1	Garden Ridge/Schertz/Cibolo/ Universal City 25,000 78266, 78154, 78108, 78148
E2	Live Oak/Windcrest/Northern Hills/ Thousand Oaks/Randolph 25,000 78233, 78217, 78239, 78244*, 78218*
E3	Alamo Heights/Olmos Park/ Fort Sam 25,000 78209, 78212, 78234, 78216*, 78218*
E4	City Base/South Side..... 25,000 78210, 78214, 78222, 78223

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	

Delivered Via  **UNITED STATES POSTAL SERVICE.**

*Denotes partial zip code distribution
**Adjusted to accommodate holiday

Ad Pages
SOLUTIONS

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SAN ANTONIO 2020 MAIL DATES & COPY DEADLINES

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



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.

ASIAN CUISINE - MONGOLIAN GRILL - FRESH SUSHI
ALL YOU CAN EAT
King Buffet
www.kingbuffetSA.com

1 FREE Kids Buffet
with the purchase of 2 regular buffets
KING BUFFET

10% OFF
Each Adult Buffet
KING BUFFET

SENIORS
15% OFF
KING BUFFET

LUNCH BUFFET
Mon-Sat: 11am-3:30pm
SUNDAY BUFFET
Mon-Thurs: 3:30pm-5:30pm
Fri & Sat: 3:30pm-11pm
Sun: 11am-3pm

Daily Lunch Specials | Buffet To Go Available
SAN ANTONIO | 6200 BANDERA RD. | 210-647-8888

"We have been advertising with Ad Pages for three years and it continues to work very well for us. We start seeing business as soon as the magazines go out and the coupons come in for a couple of weeks. We get about 25 new customers per mailing. Ad Pages brings us consistent new and repeat business year after year."

Ken-GM
King Buffet
Asian Cuisine, Mongolian Grill, Fresh Sushi

Now Open!
Nestle TOLLHOUSE CAFE
CAFE

CELEBRIA CORONAS
6626 W. Loop 1604 N
Suite #215
San Antonio, TX 78254
210-967-0282

25% OFF
First Cookie Cake Purchase

FREE 1/2 Dozen Cookies
on purchase of dozen cookies

FREE COFFEE
with Breakfast Sandwich

FREE COOKIE
with any purchase

Buy One Smoothie,
Get One FREE

15% Discount
for All Military
and First Responders

WWW.NESTLECAFE.COM

"We are a new business that just started three months ago with a front cover and signed for a three month campaign. For any start up business, or if you just want to drum up new customers, I would highly recommend Ad Pages to your advertising marketing mix. Ad Pages and their staff do exactly what they say they're going to and then some. We immediately saw results. We got 60-80 new customers in the very first month. In fact, we had to change one of our coupon offers the because we were running out of cookies from all of the new customers."

Sherry Ramirez, Owner/Partner, Nestle Tollhouse Cafe, San Antonio

Laith Family
DENTISTRY

DENTAL MINI IMPLANT SPECIAL
LIMITED TIME ONLY! GET NOW!
FREE MINI IMPLANT CONSULTATION

FREE CLEAR BRACES CONSULTATION

CASH PATIENT DISCOUNT

UP TO 30% OFF MAJOR PROCEDURES

NEW LOCATION NOW OPEN!

MOST INSURANCES ACCEPTED!
210-782-0008
LAITH FAMILY DENTISTRY - CENTRAL
3131 Nacogoches Road #103 - San Antonio, TX 78217
www.laithdentistry.com

"We opened a new Dental office about a year ago and use Ad Pages as our primary source of advertising. The first day that the magazines are delivered, our phones began to ring. We advertise with Ad Pages regularly and will continue to do so. It's the best return on investment we've used."

Dr. Racha Kadamani, Laith Family Dentistry, San Antonio

Mr. Electric
EXPERT ELECTRICAL SERVICE

\$75 OFF
Offer Valid on Any Water Leak Detection Installation

\$50 OFF
Offer Valid on Any Water Leak Detection Installation

\$30 OFF
Any Service

\$25 OFF
Any Service
MrElectric.com
210.937.1102
MrElectric.com

Free Mobile Coupons
Ad Pages

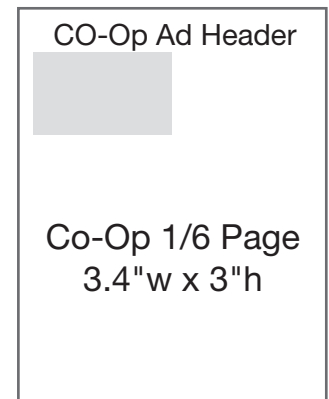
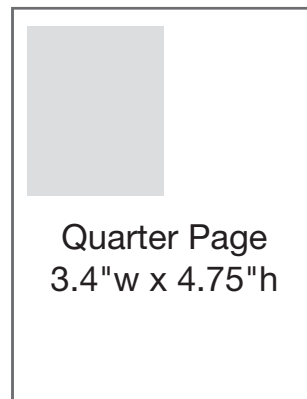
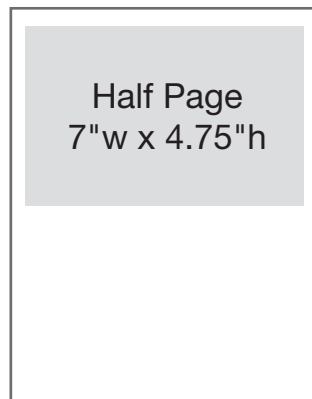
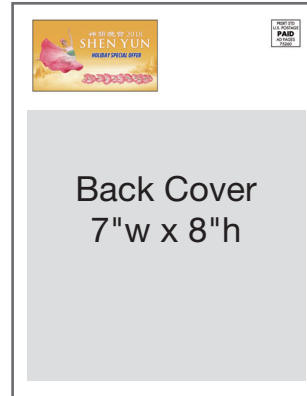
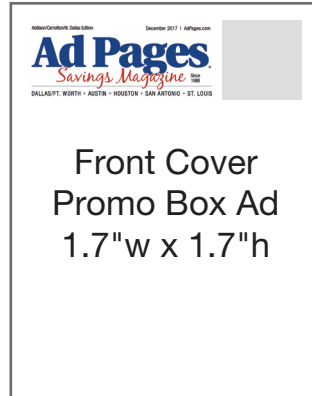
"We began advertising with Ad Pages in 2010. We really liked the idea of the Dcard product. We went into the partnership not knowing exactly what to expect. Eight years later we continue to advertise each month of the year and have increased our budget each year. It is all about a consistent message and getting consistent results. And, it helps that our account manager takes very good care of the account."

Doug Thornton-Owner
Mr. Electric
Expert Electrical Service

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

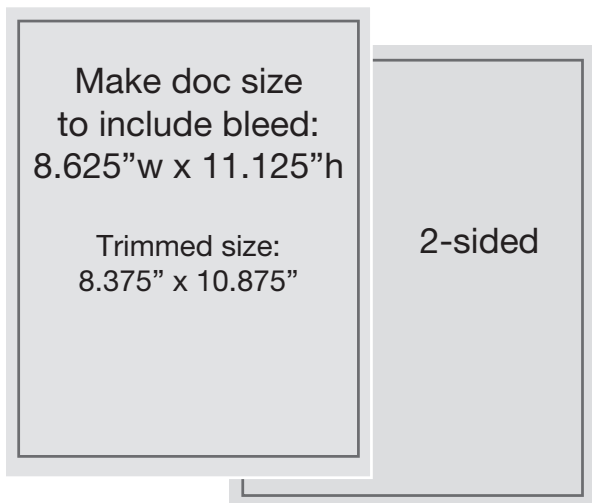
Include:

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

Premium Insert (with bleed)

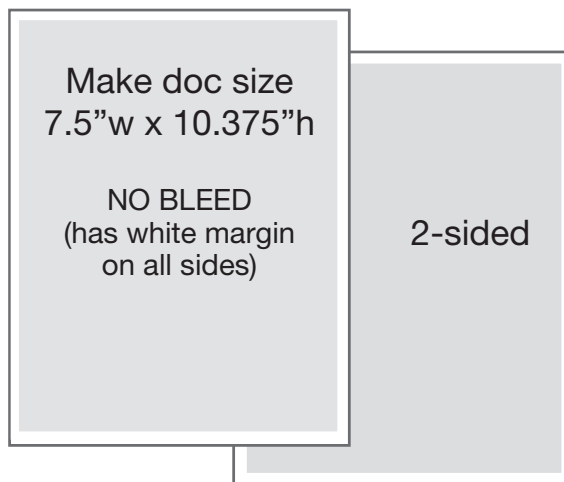


Download Premium Insert Template
Submit as PDF - 300 dpi, CMYK process colors,
with Bleed and Crop Marks



Regular Insert (NO bleed)

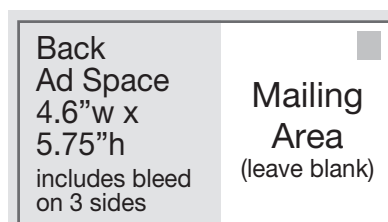
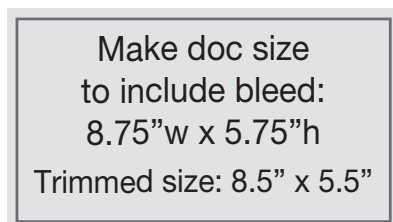
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



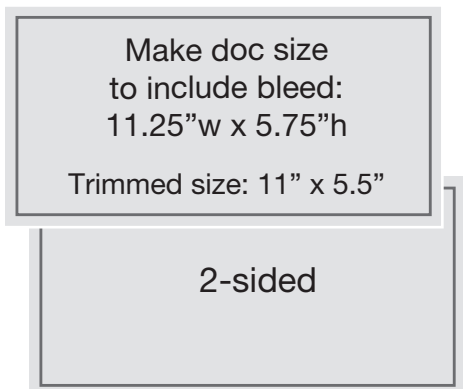
D-Card (with bleed)



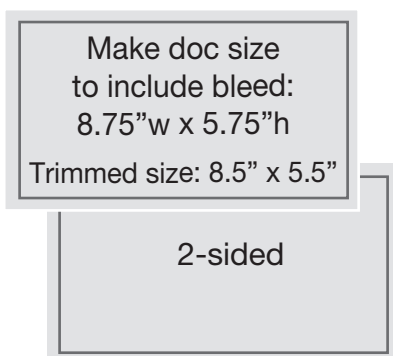
Download
D-Card Template
Submit as PDF - 300 dpi,
CMYK process colors
with Bleed and Crop Marks



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.

