

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

Ad Pages

Savings Magazine

ST. LOUIS 2020



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-piazza.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 10am-7pm | Sa-Su 11am-6pm

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 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

Ad Pages

Savings Magazine

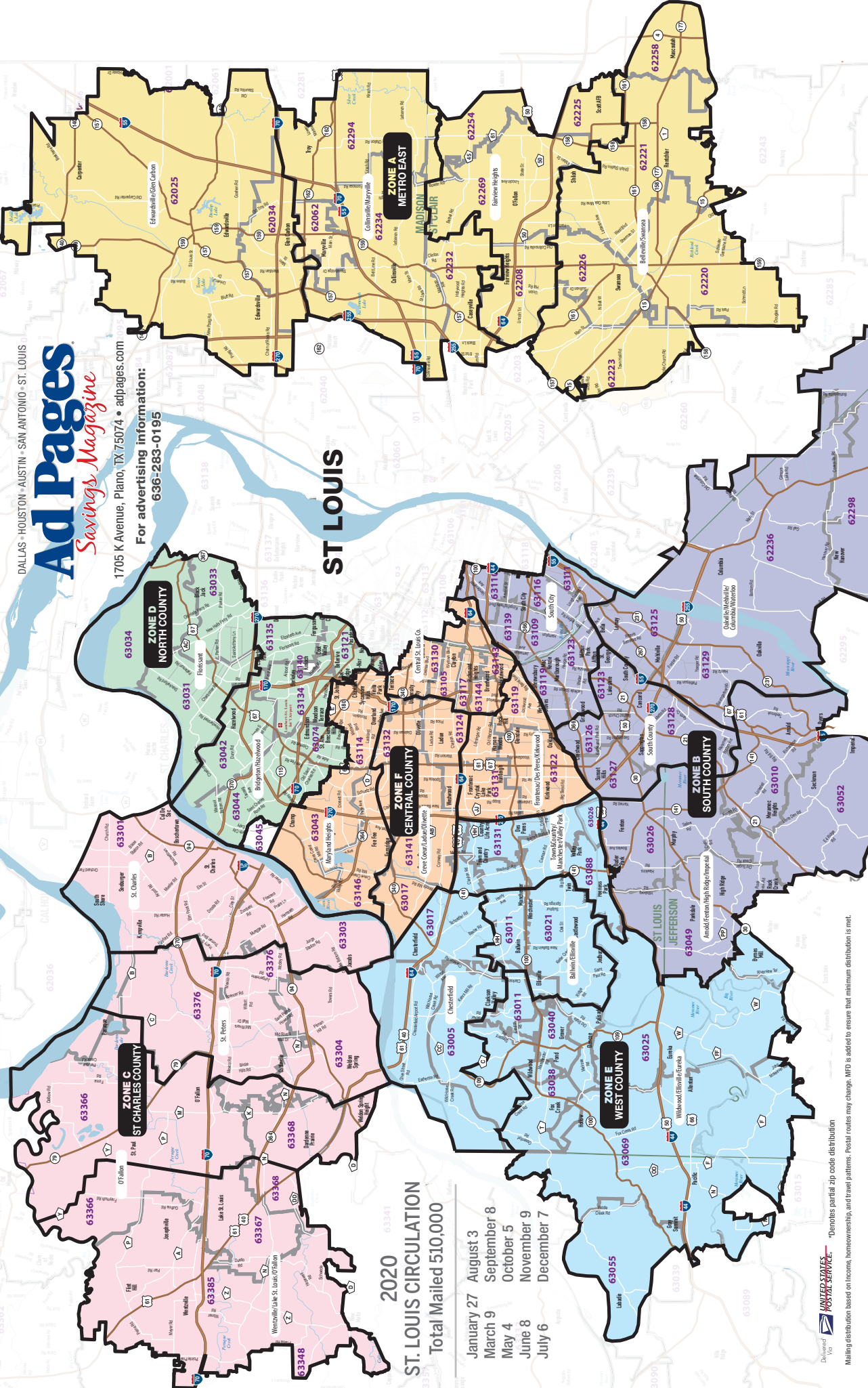
1705 K Avenue, Plano, TX 75074 • adpages.com
 For advertising information:
 636-283-0195

ST. LOUIS

2020
ST. LOUIS CIRCULATION
 Total Mailed 510,000

January 27 August 3
 March 9 September 8
 May 4 October 5
 June 8 November 9
 July 6 December 7

Delivered by **UNITED STATES POSTAL SERVICE**
 *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.



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 County • Circulation 100,000

Arnold/Fenton/High Ridge/Imperial	25,000
63026, 63000, 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*	
Marionville/Lakes St. Louis/O'Fallon	25,000
63385, 63367, 63366*, 63366*	

Zone D - North County • Circulation 50,000

Bridgeport/Hazelwood	25,000
63033, 63044*, 63135*, 63031*, 63141*, 63121*	
Floissant	25,000
63033, 63031, 63034	

Zone E - West County • Circulation 80,000

Chesterfield	20,000
63046, 63071, 63011, 63036, 63040*, 63304*	
Wildwood/Ellisville/Eureka	20,000
63069, 63025, 63040, 63038*, 63011*, 63095*, 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
63144, 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*	



2020 ST. LOUIS CIRCULATION

Total Mailed 510,000

MAILING WEEK OF

January 27	August 3
March 9	September 8
May 4	October 5
June 8	November 9
July 6	December 7

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 County • 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 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	1/27/2020	1/3
March	3/9/2020	2/14
May	5/4/2020	4/10
June	6/8/2020	5/15
July	7/6/2020	6/12
August	8/3/2020	7/10
September	9/8/2020*	8/14
October	10/5/2020	9/11
November	11/9/2020	10/16
December	12/7/2020	11/13

*adjusted to accommodate holiday

Print Advertising & Coupon Offers STILL Work!

Our client Sweet Spot Cafe, shares how Ad Pages has brought their business continuous growth!

“ We have been advertising with Ad Pages since March 2015 and have seen immediate results from the day the magazine arrives in mailboxes until the coupons expire 5 weeks later, with lots of new faces and happy customers getting to try our menu. We have seen a 20% plus increase in sales and it helped with our Grand Opening to attract customers in to try our great food and amazing donuts. Ad Pages mails to all the homes in our area and we redeem between 200 and 250 coupons per mailing. ”



Mario Badra
Sweet Spot Cafe, St. Ann, MO
2015 Testimonial



<p>Over 134!</p> <p>\$2 OFF</p> <p>Total Check of \$12 or more</p>	<p>Over 86!</p> <p>FREE</p> <p>4 Free Donuts with purchase of a Dozen Mixed Donuts</p>	<p>Over 132!</p> <p>\$5 OFF</p> <p>Total Check of \$25 or more</p>
---	---	---

2017 JUNE RESULTS:
Over 160 coupons redeemed.
Front cover mailed to 25K Homes.



2019 MARCH & APRIL COMBINED RESULTS:
352 shown but estimating over 550 coupons after calculating that 50% more were thrown out after redemption!



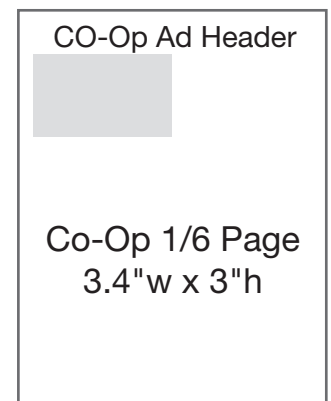
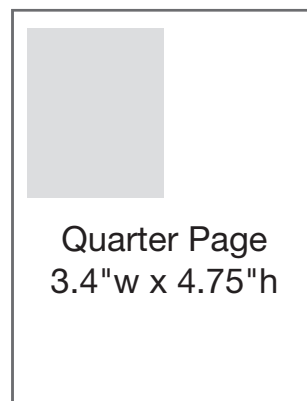
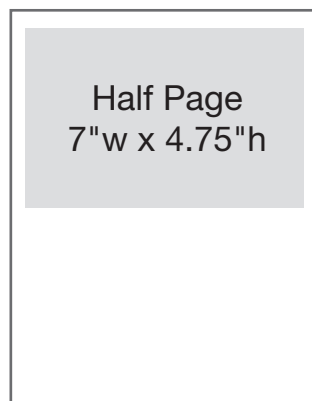
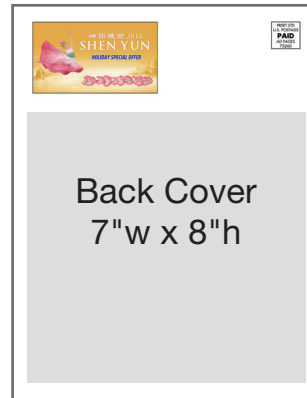
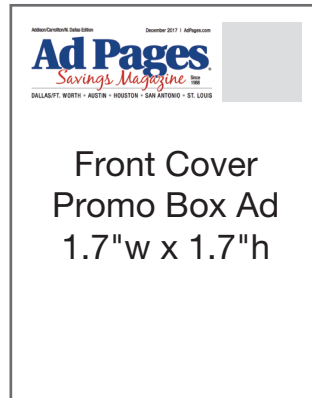
Ad Pages Solutions

DALLAS/FT. WORTH • HOUSTON • AUSTIN • SAN ANTONIO • ST. LOUIS
CORPORATE OFFICE 1705 K Ave. • Plano, TX 75074 • AdPagesSolutions.com

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

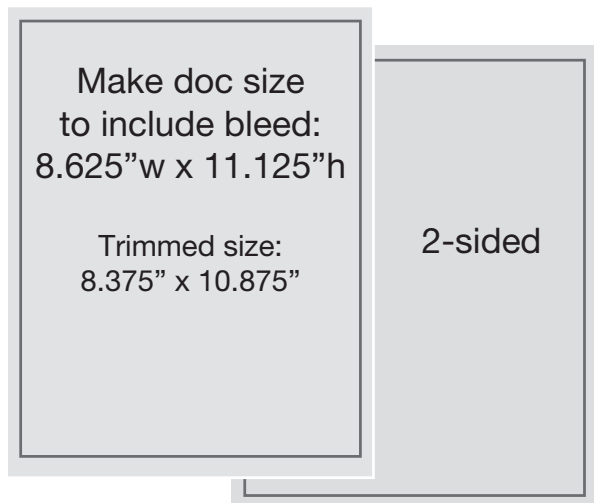
Include:

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

Premium Insert (with bleed)

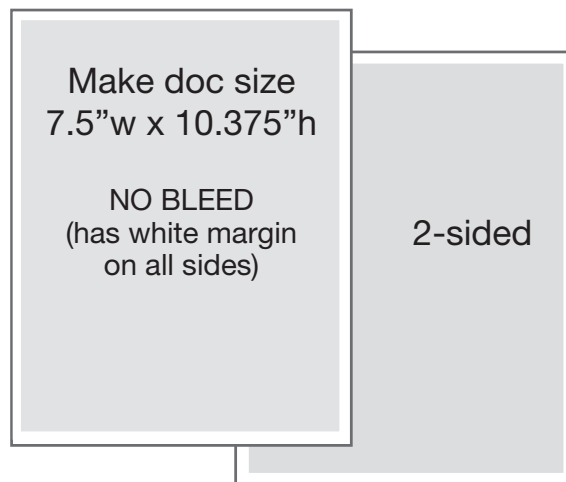


Download Premium Insert Template
Submit as PDF - 300 dpi, CMYK process colors,
with Bleed and Crop Marks



Regular Insert (NO bleed)

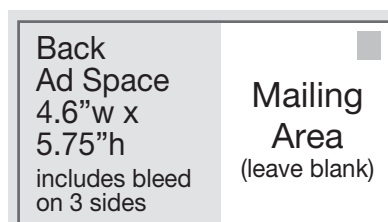
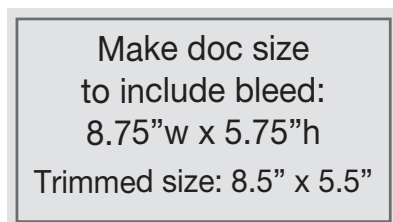
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



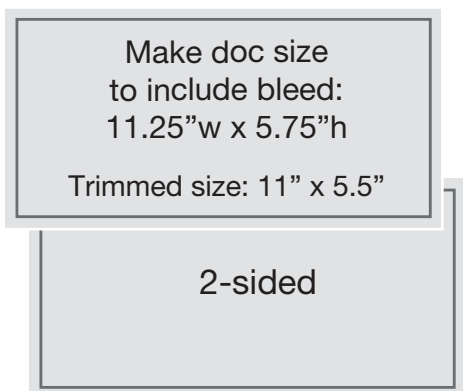
D-Card (with bleed)



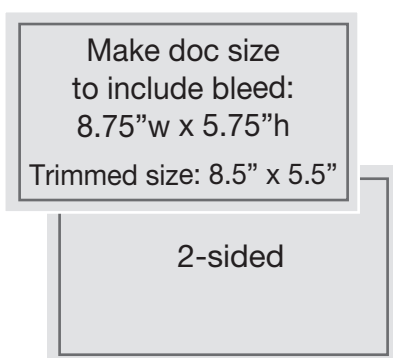
Download
D-Card Template
Submit as PDF - 300 dpi,
CMYK process colors
with Bleed and Crop Marks



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.

