

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

Ad Pages

Savings Magazine

DALLAS 2020



September 2018 | AdPages.com

Ad Pages
Savings Magazine

50th Anniversary

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

FEED YOUR CREW SIZED CRAVING

WINGSTOP

FREE FIVE BONELESS WINGS
WITH ANY WING PURCHASE

FREE REG. HAND-CUT SEASONED FRIES
WITH ANY WING PURCHASE

THE COLONY 4300 MAIN ST. • (972) 370-0623
CARROLLTON 4009 OLD DENTON RD. • (972) 492-4700
SKIP THE WAIT. ORDER @ WINGSTOP.COM

December 2018 | AdPages.com

Pages
Savings Magazine

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PIANO STORE CLOSING
EVERYTHING MUST GO.
ALL PIANOS WILL BE LIQUIDATED.

NEW AND USED

- YAMAHA
- STEINWAY
- KAWAI
- BOSENDORFER
- BALDWIN
- SEILER
- PEARL RIVER

Grand pianos from **\$3190**
Vertical pianos from **\$999**
Digital pianos from **\$599**

METROPLEX PIANO NORTH
8404 Preston Rd. Ste 320
Piano 75024
Phone: 214-872-1013
www.metroplexpiano.com

April 2018 | AdPages.com

Pages
Savings Magazine

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PHILLIPS HOME IMPROVEMENTS

See Coupons Inside

MOE MONDAY

burrito, chips and salsa \$5.75

EAT ANY OCCASION.

September 2018 | AdPages.com

Pages
Savings Magazine

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

RESULTS TODAY!

1/2 inches in month!

Body Firm
and Wellness

firm areas of your body
diet and exercise:
arms and chin

EVERY TIME

• vibration weight reduction
• and cellulite
• reduction • Wrinkle reduction
• therapy • Hair rejuvenation
• facial lift

Appointment 93-5509
Larger Rd • Colleyville
irmonline.com
10am-6pm • Sat 9am-1pm

Body Sculpting
Includes non-surgical face lift
4 Treatments
Only \$199

Far Infrared Sauna
Save up to 40% off retail in 20 minutes
3 Sessions Only \$791

Non Surgical Face Lift
3 for \$199

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 20,000-35,000 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
90,000 to 895,000 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 35,000
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 \$899*

Full page magazine ad \$1289*

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 \$1299*

Full page magazine ad \$1689*

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



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.



We began advertising with Ad Pages six months ago and are very happy with the results. Our ad brings in as many as 90 new customers per mailing and we redeem an average of 120 coupons per month. This has resulted in a 30% increase in our sales. We see results immediately after the magazines go out and have found they continue for about 2 1/2 weeks. We have gotten at least 30 referrals from patrons using the coupons and have had numerous customers return without an offer for both dine in and carry out.

Luigi's Italian Restaurant, Haltom City



"We began advertising in Ad Pages approximately four years ago and one of the best things I like about it is that the ad always looks great. We see an increase in sales after each issue goes out and the ad continues to bring in customers for two to three weeks. We usually get 80 to 100 coupons returns per month and 15 to 20 new diners per mailing."

Stacy VanDyke, Owner, Dickey's BBQ - Coppell



"I've been advertising in the local Ad Pages for almost two years and the one thing that has continued to surprise me is the number of first time guests that come in each month due to this advertising. We begin to see results immediately after the ad comes out and continue to see traffic from the ad through the last week of the month. One month's print advertisement can bring us approximately 30 new guests, in addition to the 200 redemptions we'll get during the month. We get excited with the number of redemptions and consistent new guests brought in, as that can build our sales 4% to 5% each month over the previous year.

Gilbert Ramirez, Franchise Owner/Operator, Mooyah Burger - McKinney



"We have been in business since 1948 and have a great customer base. We had not advertised in over 10 years, and the results we received from running in Ad Pages were immediate as soon as it hit the mailboxes! We see our loyal customers and lots of new faces every day. We have been advertising since January 2018 and it keeps getting better every month! Thank you Ad Pages. We are very pleased and will be long time customers."

Merishia & John Morrow, Owners, Catfish Sam's - Arlington



"We have been advertising with Ad Pages for almost 4 years. We love their ads and their Ad exec is awesome. We see immediate results the day magazines hit homes and continue to see results for 1-2 months. We have received 20-30 new customers per mailing and 30-50+ coupons being redeemed. We are constantly growing with this being the best advertising we could ask for."

Kevin Towry, Ellen's Amusement Center



2020 DALLAS/FT. WORTH CIRCULATION

Total Mailed 895,000

MAILING WEEK OF

January 6	March 30	June 29	September 28
February 3	Apr 27	July 27	November 2
March 2	June 1	August 31	November 30

Dallas Zone A1 • Circulation 155,000

Frisco	25,000
75035, 75033*, 75034*	
Little Elm/Northwest Frisco/Aubrey..	30,000
75068, 75033*, 76227*	
Southwest Frisco/The Colony.....	25,000
75034*, 75036, 75056*	
North McKinney/Prosper/Celina.....	25,000
75071, 75078, 75009	
South McKinney.....	25,000
75070, 75072	
North Plano/West Allen.....	25,000
75025, 75013	

Dallas Zone A2 • Circulation 155,000

Far West Plano	25,000
75093, 75024	
West Plano	25,000
75023, 75075	
West Richardson/North Dallas	25,000
75080, 75240, 75254, 75248,	
75252, 75287*	
North Carrollton/Castle Hills.....	25,000
75007, 75010, 75056*	
Addison/Carrollton/Farmers Branch.	25,000
75001, 75006, 75234*, 75287*,	
75244*	
North Dallas	30,000
75225, 75230, 75229*, 75220*,	
75244*	

Dallas Zone B1 • Circulation 95,000

East Allen/Fairview/Lucas/Parker.....	25,000
75002, 75069*	
East Richardson/North Garland	25,000
75081, 75082*, 75044*, 75040*	
Murphy/East Plano	20,000
75074, 75082*, 75094	
Wylie/Sachse	25,000
75098, 75048, 75044*	

Dallas Zone B2 • Circulation 95,000

Forney/Sunnyvale/S. Mesquite.....	25,000
75149, 75181, 75182*, 75126	
Rockwall/Heath/Fate/Lavon/Royse City...	25,000
75087, 75032, 75166, 75189*	
Rowlett	20,000
75088, 75089, 75040*	
N. Mesquite/S. Garland/Sunnyvale ...	25,000
75043, 75150, 75182*, 75041*	

Mid-cities Zone C • Circulation 130,000

Coppell/Valley Ranch/Las Colinas	25,000
75019, 75038*, 75039, 75063	
Lewisville/Highland Village.....	20,000
75067, 75077*, 75057	
Flower Mound/Highland Village/Argyle	35,000
75077*, 75028, 75022, 76226*	
Argyle/Corinth/Lake Dallas	25,000
76226*, 76210, 75065	
Denton/Aubrey.....	25,000
76205, 76208, 76209, 76207,	
76227*	

Mid-cities Zone D • Circulation 120,000

Arlington, North of I-20.....	25,000
76012, 76013, 76015*, 76016*,	
76011*, 76006, 76005	
Arlington, South of I-20/Kennedale.....	25,000
76001, 76017, 76018, 76060*	
Grand Prairie/W. Joe Pool Lake	25,000
75052, 75054, 75249*	
Mansfield/Southeast Arlington	25,000
76063, 76002	
Cedar Hill/E. Joe Pool Lake	20,000
75104, 75249*	

Mid-cities Zone E • Circulation 145,000

Hurst/Euless/Bedford	30,000
76021*, 76022*, 76039, 76054,	
76040, 76053*	
Grapevine/Colleyville/Southlake/ Trophy Club.....	35,000
76051, 76034, 76092, 76262*	
North Keller/Roanoke/Westlake	30,000
76248, 76262*, 76244*	
N.E. Fort Worth/S.W. Keller/S. Alliance	25,000
76137, 76244*, 76177*	
North Richland Hills/Watauga	25,000
76180, 76148, 76182	

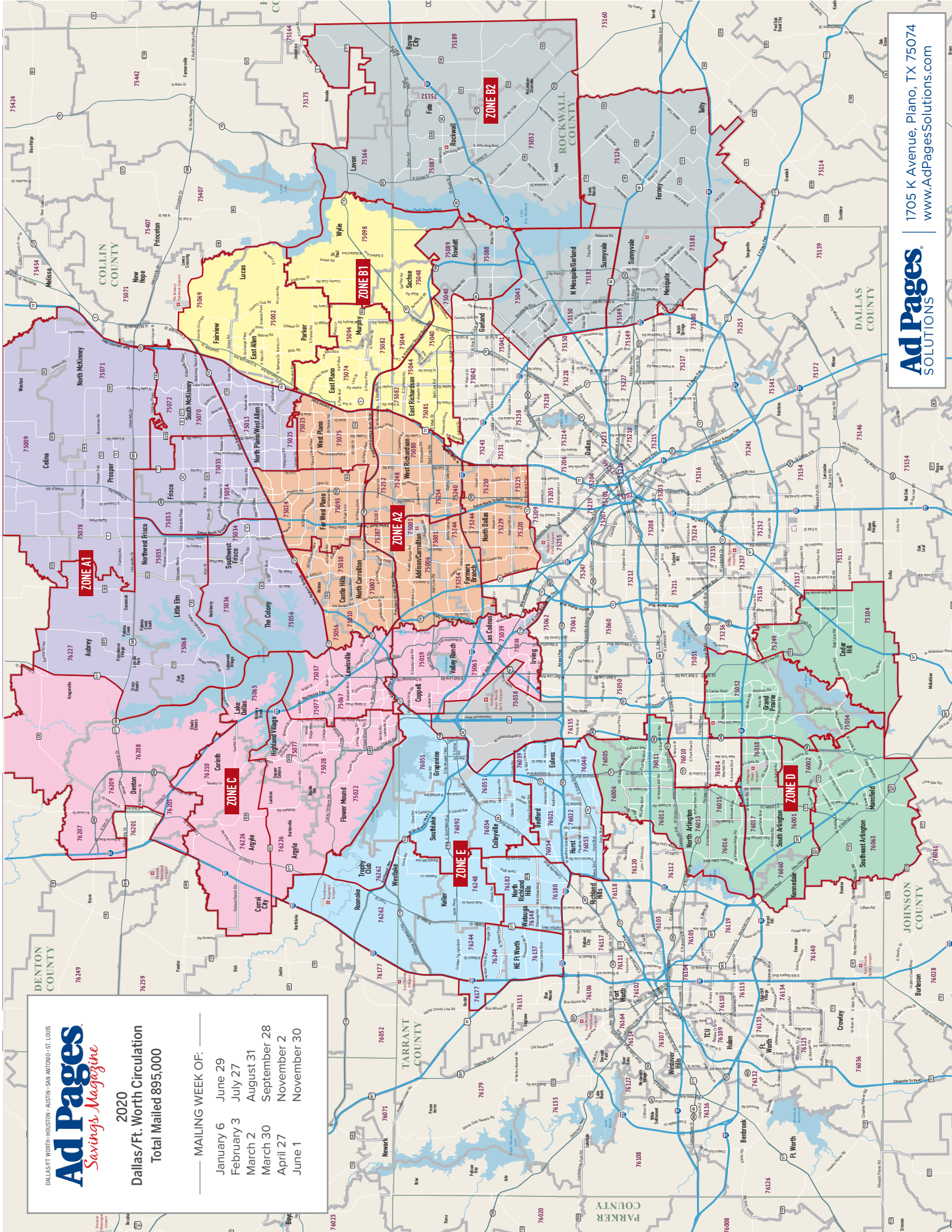
*Denotes partial zip code distribution



2020
Dallas/Ft. Worth Circulation
Total Mailed 895,000

MAILING WEEK OF:

- January 6 June 29
- February 3 July 27
- March 2 August 31
- March 30 September 28
- April 27 November 2
- June 1 November 30



DALLAS/FT. WORTH 2020 MAIL DATES & COPY DEADLINES

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



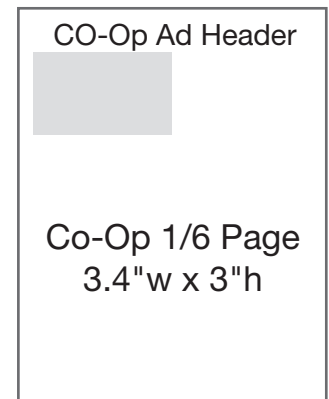
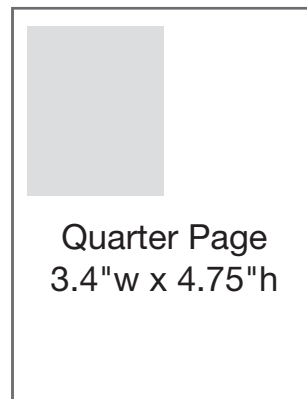
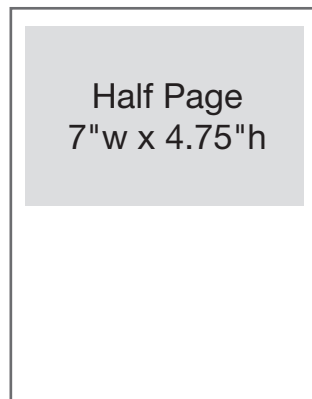
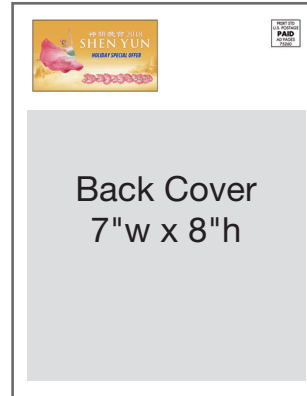
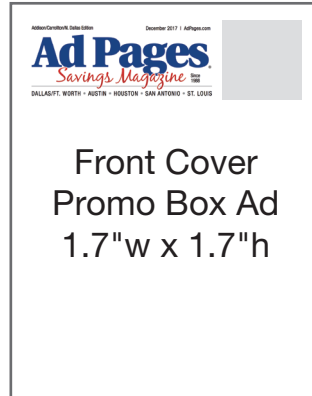
Edition Month	Mailing Week of	ALL IN DEADLINE Existing Contracts, Client Ad Copy & Press Ready Files Due
January	1/6/2020	12/11
February	2/3/2020	1/10
March	3/2/2020	2/7
April	3/30/2020	3/6
May	4/27/2020	4/3
June	6/1/2020	5/8
July	6/29/2020	6/5
August	7/27/2020	7/6*
September	8/31/2020	8/7
October	9/28/2020	9/4
November	11/2/2020	10/9
December	11/30/2020	11/6

*adjusted to accommodate holiday

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

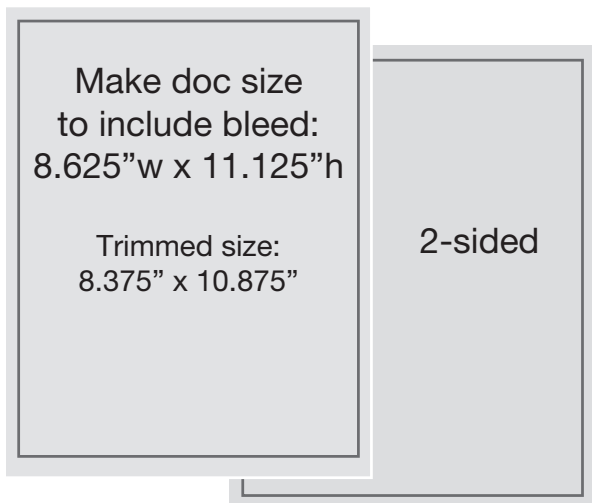
Include:

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

Premium Insert (with bleed)

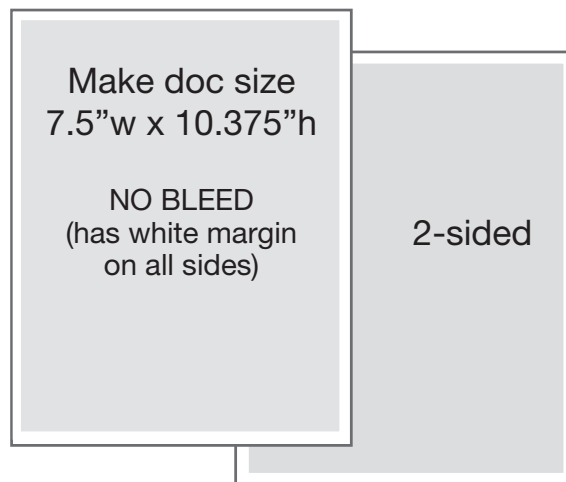


Download Premium Insert Template
Submit as PDF - 300 dpi, CMYK process colors,
with Bleed and Crop Marks



Regular Insert (NO bleed)

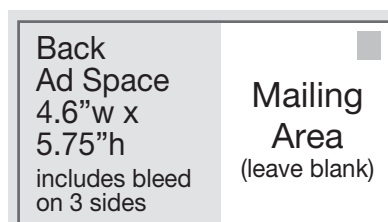
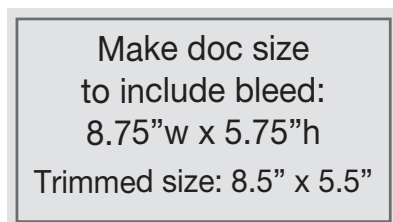
Submit as PDF - 300 dpi, CMYK process colors,
NO Bleed, NO Crop Marks



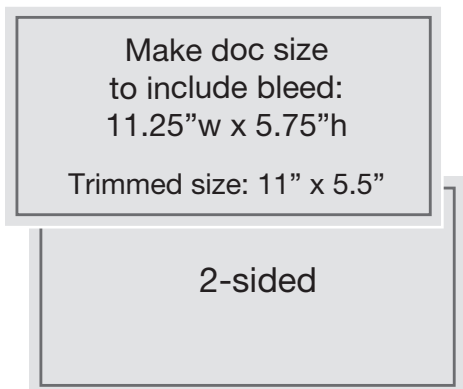
D-Card (with bleed)



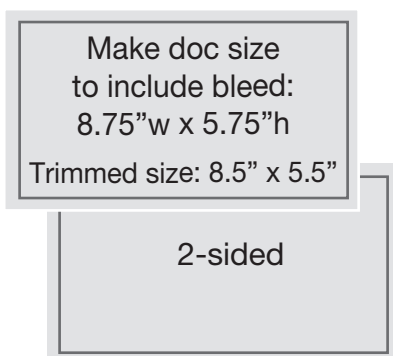
Download
D-Card Template
Submit as PDF - 300 dpi,
CMYK process colors
with Bleed and Crop Marks



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.

