

*Editorial &
Advertising
Calendar*

December/January 2012

Center- of- the- Plate

Special Feature:

Poultry

Ad Deadline:

December 16th

February 2012

School Nutrition/Wellness

Special Feature:

Meat &

Seafood

Ad Deadline:

February 3rd

March 2012

Food Service in Carolinas

Special Feature:

Barbeque, Ethnic Foods

Bonus Distribution:

Florida School Nutrition Show,

Daytona Beach, FL

Georgia School Nutrition Show,

Athens, GA

Ad Deadline:

March 9th

April/May 2012

Regional Restaurant Chains

Special Feature:

Sandwiches

Bonus Distribution:

93rd NRA Show, Chicago, IL

North Carolina School Nutrition

Show, Greensboro, NC

Ad Deadline:

April 27th

June/July 2012

Hispanic Foods

Special Feature:

Snacks

Bonus Distribution:

ACF National Convention, Orlando, FL

National School Nutrition Show,

Denver, CO

Ad Deadline:

June 22nd

August 2012

Food Service in Florida

Special Feature:

Pork

Ad Deadline:

July 27th

September 2012

Back To School

Special Feature:

Breakfast Foods

Ad Deadline:

August 31st

October/November 2012

Holiday Foods

Special Feature:

Appetizers

Ad Deadline:

October 27th

2012

**Editorial Calendar
&
Advertising Rates**

Southeast Food Service News is the nation's oldest regional food service publication. It's designed specifically for the fast changing and competitive restaurant and food service industry. We know the people and the companies – and we know how they all fit together.

SFSN concentrates on food service news that really matters. We keep our articles local and specific to the Southeast. Each issue is packed with photos and stories featuring new products and services available to food service operators. We cover the backgrounds and trends that shape our industry, and we keep our readers up to date with the industry personalities they know and work with.

All of this leads to a greater value for your advertising dollar.

Advertising Rates

Published rates honored for all advertising covered by authorized insertion order.

| B & W | 1X | 5X* | 8X* |
|-----------|-----------|-----------|-----------|
| Full Page | \$2799.00 | \$2519.00 | \$2239.00 |
| 1/2 Page | 1995.00 | 1796.00 | 1596.00 |
| 1/3 Page | 1200.00 | 1080.00 | 960.00 |
| 1/4 Page | 890.00 | 801.00 | 712.00 |
| 1/8 Page | 600.00 | 540.00 | 480.00 |

*FREQUENCY DISCOUNTS:

| 5X | 10% | 8X | 20% |
|--|-----|----|-----|
| Discount deducted from 1X gross rates. | | | |

COLOR:

| | |
|---------------------------|----------|
| 4/Color Process, per page | \$995.00 |
| Matched color extra. | |

PRODUCT SPOTLIGHT:

| | |
|--|----------|
| Per item, per issue | \$499.00 |
| Frequency discounts are not applicable to Product Spotlight. | |

SPECIAL POSITIONS:

| | |
|-----------------------------|-----------|
| Back Cover | 10% extra |
| Center Spread | 20% extra |
| Special Requested Positions | 10% extra |

INSERTS

Single Leaf (printed 1 or 2 sides) \$3895.00
 Double Leaf (printed 1 or 2 sides) \$4152.00
 Published rates are for inserts with a minimum 5" lip. Inserts without lip will not be accepted.
 Ship inserts to:

SFSN c/o Sauers Communications :
 4535 Lewis Rd.
 Stone Mountain, GA 30083

INTERNET ADVERTISING:

Advertising in the Internet Directory, which runs concurrently at www.sfsn.com and in the printed publication, is \$700 per year.

ADVERTISING AGENCY COMMISSION:

15% commission is paid on space, color, and special position to recognized advertising agencies when payment is made within terms. Agency commissions are forfeited after 75 days from date of invoice.

TERMS:

Net 10 days; a charge of 1^{1/2}% per month will be added after 30 days of invoice date.

Ad Specifications

AD SIZE

Full Page
 1/2 Page
 1/2 Page (v)
 1/3 Page
 1/4 Page
 1/8 Page

INCHES WIDE

9.75"
 9.75"
 4.75"
 4.75"
 4.75"
 4.75"

INCHES DEEP

11.75"
 5.75"
 11.75"
 8.5"
 5.75"
 2.75"

Mechanical Requirements

PRINTING SPECIFICATIONS:

Newspaper tabloid. Printed non-heatset, web offset, on premium grade newsprint. Page consists of 4 columns, each 2.375" wide, 47" column inches per page. Trim size: 10 1/2" x 13".

BLEED:

Not Available.

INSERTS:

Single Leaf: Normal, 8 1/2" x 11"
 Double Leaf: Normal, 17" x 11"
 Inserts must have a minimum 5" lip and minimum 1/4" trim on top or bottom. Insert paper should not be heavier than 100-pound stock or lighter than 70-pound stock.

ELECTRONIC DATA:

Please supply us with high resolution PDF's. If you have any questions regarding the proper composition of PDF's please contact our creative department.

Please call for information on uploading to our FTP site.

PUBLISHER SERVICES AT COST:

- Design, layout and/or production of all ads.
- Composition changes.
- Shipment of materials by special delivery.
- Submit proofs for approval.

Minimum fee for any of the above services is 15% of the gross ad rate.

SHIPPING INSTRUCTIONS:

Send advertising contracts, insertion orders, correspondences, ad proofs, printing materials, and all overnight or special deliveries to:

SFSN c/o Sauers Communications

4535 Lewis Rd.
 Stone Mountain, GA 30083
 P: (678) 956-2710 (Elsie Olson)
 P: (770) 621-8888 (main)
 F: (770) 621-4466

Circulation Breakdown

| | Total Copies | % of total |
|---|--------------|------------|
| Independent Restaurants/Regional Chains | 10,773 | 60% |
| Schools/Food Service Directors | 2,159 | 12% |
| Lodging/Resorts | 1,718 | 9.5% |
| Nursing Homes/Retirement | 1,498 | 8% |
| Hospitals | 1,102 | 6% |
| Colleges/Universities | 568 | 3.5% |
| Food Distributors/DSR | 89 | .5% |
| Food Brokers/Sales Agencies | 69 | .5% |

State Breakdown

| | |
|-----------|-------|
| Alabama | 1,004 |
| Carolinas | 4,712 |
| Florida | 8,012 |
| Georgia | 2,465 |
| Tennessee | 1,783 |

Contact Information



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www.sfsn.com

Southeast Food Service News is committed to producing the best regional publication in the industry. Our goal is to share relevant news and information with food service professionals and to create a sense of community within the industry. We are committed to providing outstanding service to our readers and to our advertisers. Our dedicated staff will strive for continuous improvement and we will be caring in all that we do.