THE SHELBY REPORT

SERVING THE GROCERY INDUSTRY SINCE 1967

2013 MEDIA PLANNER

REGION WISE. NATIONWIDE!

WEST

Southwest

Southeast

NORTHEAST

MIDWEST

NO ONE DOES IT BETTER!

Regional News & Features
State Market Profiles
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THE SHELBY REPORT OF THE WEST

Month	Closes	Features	Profile	Conventions *(Bonus Distribution!)*
January	November 21, 2012	• Specialty Distributors • General Merchandise * *C&S Wholesale Grocers 95th Anniversary Special Section-All Regions*	Arizona	NASFT Winter Fancy Food Show ..... 1/20-22 FMI/GMA Executive Conference 1/20-22
February	December 26, 2012	• Wholesalers & Independent Grocers	Nevada	Western Petroleum Marketers Convention/C-Store Expo. ..... 2/3-5 The N.G.A. Show 2/9-13
March	January 23, 2013	• Frozen Food	Southern California	Int'l Home & Housewares Show ..... 3/2-5 Mexican American Grocers Association Conference ..... 3/5-7 AWMA Conference & Expo. ..... 3/6-8 Natural Products Expo West 3/8-10
April	February 20, 2013	• Equipment, Services & Technology • Capital Spending	Oregon	FPFC Northern California Expo ..... 4/10 WAFC Annual Convention 4/20-24
May	March 20, 2013	• Sweets, Snacks & Beverages	N/A	NARMS Spring Conference. ..... 4/27-30 Food Safety Summit ..... 4/30-5/1 FMI Future Connect. ..... 4/30-5/2 AMI Convention & Expo ..... 5/14-16 United Fresh Produce Expo. ..... 5/14-16 ROFDA Spring Conference ..... 5/18-21 Sweets & Snacks Expo. 5/21-23
June	April 17, 2013	• Dairy–Deli–Bakery	Washington	FMI/GMDC HBW Conference ..... 5/31-6/4 IDDBA Dairy/Deli/Bakery ..... 6/2-4 KeHE Holiday Show ..... 6/10-11 Unified Grocers Expo 6/12-13
July	May 15, 2013	• The Hispanic Force	Montana	NASFT Summer Fancy Food Show ..... 6/30-7/2 FPFC Southern California Expo ..... 7/16 PMA Foodservice Conference. ..... 7/19-21 Southwest Meat Association 7/22-25
August	June 19, 2013	• Meat–Seafood–Poultry	Northern California	Expo Comida Latina ..... TBD
September	July 24, 2013	• Top 25	Utah	CGA Strategic Conference 9/29-10/1
October	August 21, 2013	• C-Stores • Produce Xtra	Idaho	NACS Show ..... 10/12-15 National Frozen & Refrigerated. ..... 10/12-15 IFDA Convention & Expo ..... 10/14-16 PMA Fresh Summit. 10/18-21
November	September 25, 2013	• Store Brands	Wyoming	ROFDA Fall Conference ..... 11/9-12 PLMA Private Label Trade Show. 11/10-12
December	October 23, 2013	• State of the West • Store of the Future	N/A	

WEST Circulation

Business Classifications

Supermarket Headquarters	37.8%	5,652
Supermarket Store Mgrs.	43.5%	6,505
Manufacturers	10.3%	1,540
C-Store Headquarters	1.6%	239
Wholesaler Headquarters	5.3%	793
Food Brokers	1.0%	150
Others	.5%	74
TOTAL	100%	14,953

Arizona	1,316
California	5,772
Idaho	688
Montana	643
Nevada	479
Oregon	1,196
Utah	882
Washington	2,093
Wyoming	150
Other U.S.	1,734
TOTAL	14,953

THE SHELBY REPORT OF THE SOUTHEAST

Month	Closes	Features	Profile	Conventions *(Bonus Distribution!)*
January	December 5, 2012	• Specialty Distributors • General Merchandise * *C&S Wholesale Grocers 95th Anniv. Special Section-All Regions*	Georgia	NASFT Winter Fancy Food Show ..... 1/20-22 FMI/GMA Executive Conference ..... 1/20-22 KeHE Summer Selling Show..... 2/5-6
February	January 9, 2013	• Wholesalers & Independent Grocers	Alabama	The N.G.A. Show..... 2/9-13 Southeast Produce Council Southern Exposure ..... 2/28-3/2 Int'l Home & Housewares Show ..... 3/2-5 Mexican American Grocers Association Conference..... 3/5-7 Southeast Petro-Food Marketing Expo..... 3/6-7 AWMA Conference & Expo 3/6-8
March	February 6, 2013	• Frozen Food	South Florida	International Boston Seafood Show..... 3/10-12 Gulf Coast Food & Fuel Expo ..... 3/13-14 Southeastern Frozen & Refrigerated Show..... 4/4-6
April	March 6, 2013	• Equipment, Services & Technology • Capital Spending	Central Florida	NARMS Spring Conference..... 4/27-30 Food Safety Summit ..... 4/30-5/1 FMI Future Connect..... 4/30-5/2
May	April 3, 2013	• Sweets, Snacks & Beverages	N/A	AMI Convention & Expo ..... 5/14-16 United Fresh Produce Expo..... 5/14-16 ROFDA Spring Conference ..... 5/18-21 Sweets & Snacks Expo..... 5/21-23 FMI/GMDC HBW Conference..... 5/31-6/4 IDDBA Dairy/Deli/Bakery 6/2-4
June	May 1, 2013	• Dairy–Deli–Bakery	North Florida	KeHE Holiday Show ..... 6/10-11 Georgia Association of Convenience Stores (GACS)..... 6/23-25 NASFT Summer Fancy Food Show..... 6/30-7/2 Tennessee Grocers Convention & World of Food & Fuel Expo ..... TBD
July	May 22, 2013	• The Hispanic Force	Louisiana/ Mississippi	Georgia Food Industry Association (GFIA) ..... 7/17-21 PMA Foodservice Conference & Expo..... 7/26-28 Alabama Grocers Association Convention..... 7/29-31 Carolinas Food Industry ..... TBD
August	June 26, 2013	• Meat–Seafood–Poultry	Tennessee	Southeast Produce Council Conference ..... TBD
September	July 31, 2013	• Top 25	Kentucky	Natural Products Expo East..... 9/26-28
October	August 28, 2013	• C-Stores • Produce Xtra	The Carolinas	NACS Show ..... 10/12-15 National Frozen & Refrigerated Foods Convention..... 10/12-15 IFDA Convention & Expo ..... 10/14-16 PMA Fresh Summit..... 10/18-21 Southern C-Stores & Petroleum Show ..... TBD
November	October 2, 2013	• Store Brands	Virginia	ROFDA Fall Conference ..... 11/9-12 PLMA Private Label Trade Show 11/10-12
December	October 30, 2013	• State of the Southeast • Store of the Future	N/A	

SOUTHEAST Circulation

Business Classifications		
Supermarket Headquarters	34.4%	5,183
Supermarket Store Mgrs.	37.6%	5,665
Manufacturers	12.7%	1,913
C-Store Headquarters	6.6%	994
Wholesaler Headquarters	6.5%	980
Food Brokers	1.6%	241
Others	.6%	90
TOTAL	100%	15,066

Alabama	1,416
Florida	2,832
Georgia	2,079
Kentucky	798
Louisiana	799
Mississippi	633
North Carolina	1,597
South Carolina	919
Tennessee	1,100
Virginia	920
West Virginia	90
Other U.S.	1,883
TOTAL	15,066

THE SHELBY REPORT OF THE SOUTHWEST

Month	Closes	Features	Profile	Conventions *(Bonus Distribution!)*
January	November 28, 2012	• Specialty Distributors • General Merchandise * *C&S Wholesale Grocers 95th Anniv. Special Section-All Regions*	New Mexico	NASFT Winter Fancy Food Show ..... 1/20-22 FMI/GMA Executive Conference 1/20-22
February	January 2, 2013	• Wholesalers & Independent Grocers	West Texas	KeHE Summer Selling Show..... 2/5-6 The N.G.A. Show..... 2/9-13 American Frozen Food Convention..... 2/23-27 Int'l Home & Housewares Show 3/2-5
March	January 30, 2013	• Frozen Food	North Texas	Mexican American Grocers Association Conference..... 3/5-7 AWMA Conference & Expo..... 3/6-8 Natural Products Expo West 3/8-10
April	February 27, 2013	• Equipment, Services & Technology • Capital Spending	Houston	WAFC Annual Convention ..... 4/20-24 NARMS Spring Conference..... 4/27-30 Food Safety Summit ..... 4/30-5/1 FMI Future Connect..... 4/30-5/2
May	March 27, 2013	• Sweets, Snacks & Beverages	N/A	SW Fuel & Convenience Expo ..... 5/8-10 AMI Convention & Expo ..... 5/14-16 United Fresh Produce Expo ..... 5/14-16 ROFDA Spring Conference ..... 5/18-21 Sweets & Snacks Expo..... 5/21-23
June	April 24, 2013	• Dairy–Deli–Bakery	South Texas	FMI/GMDC HBW Conference..... 5/31-6/4 IDDBA Dairy-Deli-Bakery ..... 6/2-4 KeHE Holiday Show ..... 6/10-11 Unified Grocers Expo ..... 6/12-13 NASFT Summer Fancy Food Show..... 6/30-7/2
July	May 22, 2013	• The Hispanic Force	On The Border	Southwest Meat Association Show ..... 7/22-25 Oklahoma Grocers Association Convention ..... 7/23 Texas Food & Fuel & Latin American Food & Beverage Shows .... TBD
August	June 26, 2013	• Meat–Seafood–Poultry	Arkansas	Western Foodservice & Hospitality Expo..... 8/18-20 Expo Comida Latina ..... TBD Missouri Grocers Association Convention ..... TBD
September	July 31, 2013	• Top 25	Colorado	California Grocers Association Strategic Conference ..... TBD
October	August 28, 2013	• C-Stores • Produce Xtra	Oklahoma	NACS Show ..... 10/12-15 NFRA Convention ..... 10/12-15 IFDA Convention & Expo ..... 10/14-16 PMA Fresh Summit..... 10/18-21 Southern Convenience Store & Petroleum Show ..... TBD
November	October 2, 2013	• Store Brands	Texas Roundup	ROFDA Fall Conference ..... 11/9-12 PLMA Private Label Trade Show..... 11/10-12
December	October 30, 2013	• State of the Southwest • Store of the Future	N/A	

SOUTHWEST Circulation

Business Classifications		
Supermarket Headquarters	35.6%	5,313
Supermarket Store Mgrs.	42.4%	6,328
Manufacturers	9.8%	1,463
C-Store Headquarters	5.4%	806
Wholesaler Headquarters	5.3%	791
Food Brokers	1.1%	164
Others	.4%	59
TOTAL	100%	14,924

Arizona	998
Arkansas	1,132
Colorado	1,147
Kansas	640
Louisiana	998
Missouri	834
New Mexico	625
Oklahoma	1,431
Texas	5,117
Other U.S.	2,002
TOTAL	14,924

THE SHELBY REPORT OF THE NORTHEAST

Month	Closes	Features	Profile	Conventions *(Bonus Distribution!)*
January	December 5, 2012	• Specialty Distributors • General Merchandise * *C&S Wholesale Grocers 95th Anniv. Special Section-All Regions*	Maine	NASFT Winter Fancy Food Show ..... 1/20-22 FMI/GMA Executive Conference ..... 1/20-22 KeHE Summer Selling Show..... 2/5-6 The N.G.A. Show..... 2/9-13
February	January 9, 2013	• Wholesalers & Independent Grocers	Delaware	American Frozen Food Institute..... 2/23-27 Int'l Home & Housewares Show ..... 3/2-5 Mexican American Grocers Association Conference..... 3/5-7 AWMA Conference & Expo ..... 3/6-8 International Boston Seafood Show..... 3/10-12 New England Food Show..... 3/10-12
March	February 6, 2013	• Frozen Food	New Hampshire/ Vermont	
April	March 6, 2013	• Equipment, Services & Technology • Capital Spending	Connecticut	NARMS Spring Conference..... 4/27-30 Food Safety Summit ..... 4/30-5/1 FMI Future Connect..... 4/30-5/2 SIAL Canada/Direct Energy Conference..... 4/30-5/2
May	April 3, 2013	• Sweets, Snacks & Beverages	N/A	AMI Convention & Expo ..... 5/14-16 United Fresh Produce Expo..... 5/14-16 ROFDA Spring Conference ..... 5/18-21 Sweets & Snacks Expo..... 5/21-23 FMI/GMDC HBW Conference..... 5/31-6/4 IDDBA Dairy/Deli/Bakery 6/2-4
June	May 1, 2013	• Dairy–Deli–Bakery	Massachusetts	KeHE Holiday Show ..... 6/10-11 NASFT Summer Fancy Food Show..... 6/30-7/2 Rhode Island Food Dealers..... TBD Pennsylvania Food Merchants Annual Conference..... 6/10-11
July	June 5, 2013	• The Hispanic Force	New York	PMA Food Conference & Expo..... 7/26-28
August	July 10, 2013	• Meat–Seafood–Poultry	Rhode Island	
September	August 7, 2013	• Top 25	Pennsylvania	Vermont Grocers Assoc. Convention & Expo ..... 9/25-27 Natural Products Expo East..... 9/26-28
October	September 11, 2013	• C-Stores • Produce Xtra	New Jersey	NACS Show ..... 10/12-15 National Frozen & Refrigerated Foods Convention..... 10/12-15 IFDA Convention & Expo ..... 10/14-16 PMA Fresh Summit..... 10/18-21 FIA New York Trade Summit..... TBD
November	October 9, 2013	• Store Brands	Maryland	ROFDA Fall Conference..... 11/9-12 PLMA Private Label Trade Show 11/10-12
December	November 6, 2013	• State of the Northeast • Store of the Future	N/A	

NORTHEAST Circulation

Business Classifications

Supermarket Headquarters	35.2%	5,210
Supermarket Store Mgrs.	40.6%	6,010
Manufacturers	12.8%	1,895
C-Store Headquarters	2.5%	370
Wholesaler Headquarters	5.8%	859
Food Brokers	2.0%	296
Others	1.1%	162
TOTAL	100%	14,802

Connecticut	873
Delaware	281
Maine	696
Maryland	859
Massachusetts	1,288
New Hampshire	385
New Jersey	2,013
New York	3,760
Pennsylvania	2,516
Rhode Island	222
Vermont	296
Other U.S.	1,613
TOTAL	14,802

THE SHELBY REPORT OF THE MIDWEST

Month	Closes	Features	Profile	Conventions *(Bonus Distribution!)*
January	December 12, 2012	• Specialty Distributors • General Merchandise * *C&S Wholesale Grocers 95th Anniv. Special Section-All Regions*	Minnesota	NASFT Winter Fancy Food Show ..... 1/20-22 FMI/GMA Executive Conference ..... 1/20-22 Western Petroleum Marketers Convention/C-Store Expo. ..... 2/3-5 KeHE Summer Selling Show. ..... 2/5-6 The N.G.A. Show. 2/9-13
February	January 16, 2013	• Wholesalers & Independent Grocers	The Dakotas	Southeast Produce Council Southern Exposure ..... 2/28-3/2 Int'l Home & Housewares Show ..... 3/2-5 Mexican American Grocers Association Conference ..... 3/5-7 Southeast Petro-Food Marketing Expo ..... 3/6-7 AWMA Conference & Expo ..... 3/6-8 International Boston Seafood Show ..... 3/10-12 Gulf Coast Food & Fuel Expo 3/13-14
March	February 13, 2013	• Frozen Food	Nebraska	AMI Convention & Expo ..... 4/15-16 United Fresh Produce Expo ..... 4/15-16 Midwest Petroleum & Convenience Tradeshow. 4/16-18
April	March 13, 2013	• Equipment, Services & Technology • Capital Spending	Ohio	NARMS Spring Conference. ..... 4/27-30 Food Safety Summit ..... 4/30-5/1 FMI Future Connect. 4/30-5/2
May	April 10, 2013	• Sweets, Snacks & Beverages	N/A	ROFDA Spring Conference ..... 5/18-21 Sweets & Snacks Expo. ..... 5/21-23 FMI/GMDC HBW Conference ..... 5/31-6/4 IDDBA Dairy/Deli/Bakery ..... 6/2-4 KeHE Holiday Show 6/10-11
June	May 8, 2013	• Dairy–Deli–Bakery	Indiana	NASFT Summer Fancy Food Show 6/30-7/2
July	June 12, 2013	• The Hispanic Force	Kansas/ Missouri	Missouri Grocers Association Convention ..... TBD
August	July 17, 2013	• Meat–Seafood–Poultry	Iowa	Michigan Grocers Association Convention ..... TBD Expo Comida Latina ..... TBD
September	August 14, 2013	• Top 25	Michigan	NACS Show. ..... 10/12-15 National Frozen & Refrigerated Foods Convention 10/12-15
October	September 18, 2013	• C-Stores • Produce Xtra	Wisconsin	IFDA Convention & Expo. ..... 10/14-16 PMA Fresh Summit 10/18-21
November	October 16, 2013	• Store Brands	Illinois	ROFDA Fall Conference ..... 11/9-12 PLMA Private Label Trade Show. 11/10-12
December	November 13, 2013	• State of the Midwest • Store of the Future	N/A	

MIDWEST Circulation

Business Classifications

Supermarket Headquarters	38.4%	5,820
Supermarket Store Mgrs.	39.8%	6,032
Manufacturers	11.5%	1,743
C-Store Headquarters	2.0%	303
Wholesaler Headquarters	6.9%	1,046
Food Brokers	1.0%	152
Others	0.4%	61
TOTAL	100%	15,157

Illinois	2,980
Indiana	949
Iowa	1,408
Kansas	796
Michigan	825
Minnesota	976
Missouri	1,243
Nebraska	868
North Dakota	191
Ohio	1,633
South Dakota	242
Wisconsin	1,530
Other U.S.	1,516
TOTAL	15,157

National Rates
(All 5 Editions: West, Southwest, Southeast, Northeast, Midwest)

NATIONAL PLAN DEADLINE COINCIDES WITH WEST EDITION CLOSE DATES

2013 Four Color Advertising Rates*
(Net, Per Month)

Ad Size	1 x	2 x	3 x	4 x	5 x	6 x	7 x	8 x	9 x	10 x	11 x	12 x
Full Page Bleed 11.375"W x 15.5"H	$11,770	$11,535	$11,417	$11,299	$11,182	$11,064	$10,946	$10,828	$10,711	$10,593	$10,475	$10,358
Jr. Page Bleed 8.775"W x 10.8"H	$8,240	$8,075	$7,993	$7,910	$7,828	$7,746	$7,663	$7,581	$7,498	$7,416	$7,334	$7,251
1/2 Page Bleed: 5 col. x 7" Horiz. OR 2.5col x 14" Vert.	$7,650	$7,497	$7,420	$7,344	$7,267	$7,191	$7,115	$7,038	$6,962	$6,885	$6,809	$6,732
1/3 Page: 4 col. x 6" Horiz. OR 3 col. x 8" Vert.	$6,120	$5,998	$5,936	$5,875	$5,814	$5,753	$5,692	$5,630	$5,569	$5,508	$5,447	$5,386
1/4 Page: 4 col. x 4.5" Horiz. OR 3 col. x 6" Square OR 2 col. x 9" Vert.	$5,178	$5,074	$5,023	$4,971	$4,919	$4,867	$4,816	$4,764	$4,712	$4,660	$4,608	$4,557
1/5 Page: 5 col. x 3" Horiz. Bleed OR 3 col. x 5" Vert.	$4,708	$4,614	$4,567	$4,520	$4,473	$4,426	$4,378	$4,331	$4,284	$4,237	$4,190	$4,143

** Runs all (5) regions, same month. Ads must be same size, but may change ad in any edition.*
Total Circulation: 74,902.
National plan deadline coincides with West edition close dates.

Cover Positions (High Def, 60# Offset)

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right)	Extra 30%
Back Cover (10.375"W x 14"H; no bleed)	Extra 20%
Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 15%
Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 10%

NEW FOR 2013: POWER SADDLE & GATE FOLD

Glossy Pages (80# Gloss Text)

Per Edition, discounts for frequency.

Power Center *(4 Total Pages-All 4 positions)*	$22,025
Full Center Spread Ad (22.25"W x 15.5"H which includes .25"bleed to trim on all sides)	$12,560
Front Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	$6,100
Back Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	$5,900
Power Saddle *(4 Total Pages = 2 pages front half/2 pages back half)* 11.375"W x 15.5"H which includes .25" bleed to trim on all sides	$11,020
Gate Fold *(8 Total Pages = 4 pages front half/4 pages back half)* 40"W x 15.5"H which includes .25" bleed to trim on all sides	$20,800

Regional Rates (Gross)

RATE CARD #43 EFFECTIVE: OCTOBER 1, 2012

2013 Four Color Advertising Rates

Ad Size	1 x	3 x	6 x	12 x	24 x	36 x	48 x
Full Page Bleed 11.375"W x 15.5"H	$5,709 Per Edition	$4,853 Per Edition	$4,568 Per Edition	**$3,998** Per Edition	$3,426 Per Edition	$3,140 Per Edition	$2,855 Per Edition
Jr. Page Bleed 8.775"W x 10.8"H	$3,996 Per Edition	$3,397 Per Edition	$3,197 Per Edition	**$2,798** Per Edition	$2,398 Per Edition	$2,198 Per Edition	$1,998 Per Edition
1/2 Page Bleed: 5 col. x 7" Horiz. OR 2.5 col. x 14" Vert.	$3,710 Per Edition	$3,154 Per Edition	$2,968 Per Edition	**$2,597** Per Edition	$2,226 Per Edition	$2,041 Per Edition	$1,855 Per Edition
1/3 Page: 4 col. x 6" Horiz. OR 3 col. x 8" Vert.	$2,968 Per Edition	$2,523 Per Edition	$2,375 Per Edition	**$2,078** Per Edition	$1,781 Per Edition	$1,633 Per Edition	$1,484 Per Edition
1/4 Page: 4 col. x 4.5" Horiz. OR 3 col. x 6" Square OR 2 col. x 9" Vert.	$2,512 Per Edition	$2,163 Per Edition	$2,010 Per Edition	**$1,759** Per Edition	$1,508 Per Edition	$1,382 Per Edition	$1,256 Per Edition
1/5 Page: 5 col. x 3" Horiz. Bleed OR 3 col. x 5" Vert.	$2,284 Per Edition	$1,942 Per Edition	$1,828 Per Edition	**$1,599** Per Edition	$1,371 Per Edition	$1,257 Per Edition	$1,142 Per Edition
Express Lane 1.5 col. x 4"	This WEST/SW/SE/NE/MW feature allows you to advertise your new products/services in color at a reduced rate!*						

Did you know that Shelby Publishing offers customized ad design services? Ask your Shelby Sales Rep about our in-house design capabilities.

Cover Positions (High Def, 60# Offset)

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right) . . . . . **Extra 30%**

Back Cover (10.375"W x 14"H; no bleed) . . . . . **Extra 20%**

Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides) . . . . . **Extra 15%**

Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides) . . . . . **Extra 10%**

NEW FOR 2013: POWER SADDLE & GATE FOLD

Glossy Pages (80# Gloss Text)

Per Edition, discounts for frequency.

***Power Center** (all four positions)* **$22,025**

Full Center Spread Ad (22.25"W x 15.5"H which includes .25"bleed to trim on all sides) **$12,560**

Front Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides) **$6,100**

Back Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides) **$5,900**

Power Saddle *(4 Total Pages = 2 pages front half/2 pages back half)* **11.375"W x 15.5"H which includes .25" bleed to trim on all sides** **$11,020**

Gate Fold *(8 Total Pages = 4 pages front half/4 pages back half)* **40"W x 15.5"H which includes .25" bleed to trim on all sides** **$20,800**

Shelby Report Ad Requirements for 2013

COMPLETED ADS

- We will only accept **HIGH RESOLUTION PDFs** built at **300 dpi** or higher.
- Colors Black and Gray must be created using **Black (K)** and NOT Four Color (CMYK).
- **BLEEDS ALLOWED FOR SOME SIZES**
- Maximum Ink Density: **240**

SHELBY IN-HOUSE DESIGN SERVICES

- **DIGITAL FILES ONLY**
- All photos and/or logos **must** be submitted at **300 dpi** or higher.
- Please send **INDIVIDUAL, NATIVE ART FILES ONLY**.
- The acceptable formats for artwork to be used to build your ads are limited to EPS, JPEG, TIF, PDF.

UNACCEPTABLE FILE FORMATS

- Microsoft Word, Excel, Powerpoint, Illustrator, Photoshop, QuarkXpress, InDesign, Corel
- GIF files
- Low Resolution Art ***(less than 300 dpi)***
- Ads/Art comprised of mostly heavy black/dark inks. *(Heavy ink coverage saturates the paper, often causing ink transfers or smudges. Additionally, it can lead to illegible reverse type as the ink will fill in the lettering.) We highly recommend you do not use small reverse type in ads.*

SUBMITTING YOUR AD: 3 OPTIONS

- Upload your files to us via DropItToMe. Our Production Department will receive an email once your upload is complete. In your web browser go to **www.dropitto.me/shelbyproduction** The upload password is **2ShelbyPub8380** OR
- Email to **production@shelbypublishing.com** (10mb Max) OR
- Ship us digital files on CD/DVD.

GLOSSY CENTER SPREAD PAGE(S) AND CENTER SPREAD GUIDELINES

Center Spread Includes the following positions:

- FRONT RIGHT CENTER
- FULL CENTER SPREAD
- BACK LEFT CENTER

} **OR POWER CENTER SPREAD when you purchase all three positions.**

Please submit your artwork for the glossy cover pages in high-resolution .pdf files. Minimum **300 dpi**. Artwork should be in CMYK format. Please use Black (K) rather than Four Color Black (CMYK) for all black or gray colors. **The trim size is 10.875"Wx15"H for a ONE PAGE AD. Please design your ads at 11.375"Wx15.5"H to allow for bleed off the page/trimming. For a FULL CENTER SPREAD AD, the trim size is 21.75"Wx15"H. Please design your FULL CENTER SPREAD AD at 22.25"Wx15.5"H to allow for bleed off of the page/trimming.** Glossy center spread ads are printed on 80# Gloss Text.

FINAL PUBLICATION TRIM SIZE = 10.875"Wx15"H

AD SIZE	DIMENSIONS
Center Spread BLEED	**BLEED** 22.25"W x 15.5"H *(includes .25" trim all sides)*
Full Page BLEED	**BLEED** 11.375"W x 15.5"H *(includes .25" trim all sides)*
Jr. Page BLEED	**BLEED** 8.775"W x 10.8"H *(includes .25" trim on left, right and bottom for left or right placement)*
1/2 Page BLEED Horizontal or Vertical	**Horizontal BLEED** 11.375"W x 7.8"H *(includes .25" trim on left, right and bottom)*
	Vertical BLEED 5.94"W x 15.5"H *(includes .25" trim all sides for left or right placement)*
1/3 Page Horizontal or Vertical	**4 col x 6" Horizontal** 8.275"W x 6"H
	3 col x 8" Vertical 6.175"W x 8"H
1/4 Page Horizotal, Square, or Vertical	**4 col x 4.5" Horizontal** 8.275"W x 4.5"H
	3 col x 6" Square 6.175"W x 6"H
	2 col x 9" Vertical 4.075"W x 9"H
1/5 Page Horizontal BLEED or Vertical	**Horizontal BLEED** 11.375"W x 3.58"H *(includes .25" trim on left, right and bottom)*
	3 col x 5" Vertical 6.175"W x 5"H
Express Lane	**1.5 col x 4"** 3.122"W x 4"H

HD COVER PAPER STOCK = 60# Offset
INTERIOR PAPER STOCK = 35# High Bright
GLOSSY PAPER STOCK = 80# Gloss Text
PRINTED ON A COLD SET WEB PRESS
FINAL TRIM SIZE = 10.875"Wx15"H
GUTTER WIDTH = .167"

OPEN RATE
Smaller Sizes $175/column inch

B/W RATE deduct $500

INSERTS (Pre Printed) Per Edition
Single Leaf (1-2 sides) $3,900
Double Leaf (3-4 sides) $5,500
Free Standing or Stitched

CLASSIFIEDS
- $50/inch
- $20 blind box (extra)
- Non-Commissionable
- One column size = 1.975"
- B/W or Full Color

PUBLISHER RESERVES THE RIGHT TO EDIT COPY SUBMITTED FOR PRINT.

If you are under contract, your previous ad will continue to run unless new ad materials (meeting requirements) are received by the closing date.

AGENCY COMMISSION
15%

FREQUENCY DISCOUNTS
Charges will be adjusted in accordance with earned rates when contracts are increased or cancelled.

CANCELLATION FEE
Ads cancelled after closing will be billed full price.

LATE FEE
A 1.5% charge will be added to all accounts 30 days past due.

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