

2013 Travel Directory Ad Specs

EFFECTIVE JANUARY 2013 ISSUE • SOUTHERNLIVING.COM



4" (No bleed; No crop marks)

2 ¼" (No bleed; No crop marks)

STEP-BY-STEP GUIDE TO UPLOADING AN AD

1. Go to <https://direct2time.sendmyad.com>
2. Sign in or Create your new account under "First Time User?"
3. Let's Get Started. Click "Send an Ad"
4. Click "Magazine Print Ad"
5. Fill out the Job Ticket:
 - Select Publication: **Southern Living - Travel Directory**
 - Advertiser: Enter Advertiser name
 - Ad number is optional
 - Brand/Product: Enter Advertiser name or product
 - Headline: Enter the headline or description of your ad
 - Ad Size: Select your ad size
 - Issues: Select the issue you want to submit this ad for
 - Be sure the contact information at the bottom of the ticket is accurate.
6. Click "Choose Ad"
7. Click "Browse For Files", select the file you want to upload and click the "Upload" button
8. Once the file is uploaded it will automatically start to preflight to the *Southern Living* Specifications. Once the ad is finished Processing you will see a preview of it and on the right hand side the preflight report with some suggested action buttons:
 - ▶ "This Ad has Serious Errors"

This means that the file did not pass preflight. If this happens you can not continue. You must go back to your document and fix the error. Once that is done then you can click the "Revise Ad" button and upload the new file. Note, when reviewing the error if you place your cursor over the text of the error, the object in the preview will highlight.
 - ▶ "This Ad Must be repositioned"

This means that the file has passed the preflight but the trim size of the PDF does not match the specification. You must reposition it before continuing. Simply click the "Reposition" button or "Auto-Center" the ad.
 - ▶ "This Ad has warnings"

This indicates that the file has warnings in the preflight report but is OK to proceed. Please review the warning(s) on the right hand side and verify that the preview is accurate both in positioning and content.
9. Once satisfied, you can click the "Approve Ad" button. Once you have approved the ad the magazine will be notified that they have received an ad and the contact in the job ticket will get an e-mail notification.

DIMENSION/SPECIFICATIONS

Ad Sizes	Trim	Bleed
Travel Directory	2 ¼" x 4"	n/a

File Type: PDF/X1a only

- Build ad document to the actual ad size. Do not bleed anything or include any crop/registration marks.
- All color must be CMYK. No spot colors.
- Images must be 300 dpi. No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.

A complete PDF Guide, which includes step-by-step instructions on how to build files, can be found at www.direct2time.com.

Technical Questions: Andy_Estill@timeinc.com
or (205) 445-5830

SHIPPING INSTRUCTIONS

All ads must be sent via the Time Inc. Ad Portal at:
<https://direct2time.sendmyad.com>

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2013 Media Kit

TRAVEL DIRECTORY RATES



TRAVEL DIRECTORY RATES

Frequency	1x	3x (4%)	6x (8%)	9x (12.5%)	12x (16.5%)
All-State/Regional (2,540K circ)	\$13,863	\$13,309	\$12,754	\$12,130	\$11,576
Southwest (625K circ) AR Edition & TX	5,088	4,884	4,681	4,452	4,248
South Central (685K circ) AL, TN, MS, Midwest Edition	5,422	5,205	4,989	4,745	4,528
Mid-Atlantic (600K circ) Mid-Atlantic Edition & NC	4,948	4,750	4,552	4,330	4,132
South Atlantic (630K circ) FL, GA, SC	5,115	4,911	4,706	4,476	4,271

Note: Regional combinations available using table below.

TRAVEL DIRECTORY CPM TABLE

600,000 circ	\$4,948
Add'l per k	5.58
1,200,000 circ	8,296
Add'l per k	4.47
1,900,000 circ	11,425
Add'l per k	3.81

Minimum purchase of 600k circulation required.

Ad Size Available	Width	Height
Travel Directory	2 1/4"	4"

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HOW TO FIGURE MULTIPLE STATE RATES:
Example: Southwest and South Atlantic:

Total Circulation.....	1,255,000
First 1,200,000 Cost.....	\$8,296
55,000 at \$4.47 per M	\$246
Total Cost.....	\$8,542



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Travel Directory Combination Gross Rates
Circulation 2,540,000

Rate Base	1x	3x	6x	9x	12x
SW/SCT 1,310,000	\$8788	\$8436	\$8085	\$7689	\$7338
SA/MA 1,230,000	8430	8093	7756	7376	7039
SA/SW 1,255,000	8542	8200	7859	7474	7132
SW/MA 1,225,000	8408	8071	7735	7357	7020
MA/SCT 1,285,000	8676	8329	7982	7591	7244
SA/SCT 1,315,000	8810	8458	8105	7709	7356
SA/SCT/SW 1,940,000	11,577	11,114	10,651	10,130	9667
SA/MA/SW 1,855,000	11,224	10,775	10,326	9821	9372
SA/MA/SCT 1,915,000	11,482	11,023	10,564	10,047	9588
SCT/MA/SW 1,910,000	11,463	11,005	10,546	10,030	9572

SA:	FL, GA, SC	630,000 Circ.
SCT:	AL, MS, TN, MW (KY/WV/IN/IL/OH/MI/WI)	685,000 Circ.
SW:	TX, AR (LA/OK/MO)	625,000 Circ.
MA:	NC, VA/MD (DC/DE/PA/NJ/NY)	600,000 Circ.

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All-State/Regional (2,540K circ)	\$13,863	\$13,308	\$12,754	\$12,130	\$11,576
Southwest (625K circ) TX, AR, LA, OK, MO	5088	4884	4681	4452	4248
South Central (685K circ) AL, TN, MS, KY, WV, IN, IL, OH, MV, WI	5422	5205	4988	4744	4527
Mid-Atlantic (600K circ) NC, VA, MD, DC, DE, PA, NJ, NY	4948	4750	4552	4330	4132
South Atlantic (630K circ) FL, GA, SC	5115	4910	4706	4476	4271

- Note: Rates are gross before 15% agency discount
- Frequency discount based on insertions within a 12-month period