

October/November 2017

Holiday Foods

Special Feature:
Appetizers
Ad Deadline:
October 27th

December/January 2018

Center-Of-The-Plate

Special Feature:
Pasta, Soups
Ad Deadline:
December 15th

February/March 2018

Food Service In Carolinas

Special Feature:
Barbeque, Ethnic Foods
Bonus Distribution:
Georgia School Nutrition Show
Savannah, GA
Ad Deadline:
February 16th

April/May 2018

Regional Restaurant Chains

Special Feature:
Sandwiches
Bonus Distribution:
NRA Show, Chicago, IL
North Carolina School Nutrition
Show, Greensboro, NC
Ad Deadline:
April 27th

June/July 2018

Hispanic Foods

Special Feature:
Snacks, Sauces
Bonus Distribution:
School Nutrition Annual Conference
St. Louis, MO
Ad Deadline:
June 22nd

August/September 2018

Back To School

Special Feature:
Breakfast Foods
Ad Deadline:
August 24th

October/November 2018

Holiday Foods

Special Feature:
Appetizers
Ad Deadline:
October 19th

December/January 2019

Center-Of-The-Plate

Special Feature:
Pasta, Soups
Ad Deadline:
December 14th



2017-2018
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

	1X	4X	6X
Full Page	\$3498.00	\$3218.00	\$2938.00
1/2 Page	2694.00	2495.00	2295.00
1/3 Page	1899.00	1779.00	1659.00
1/4 Page	1589.00	1500.00	1411.00
1/8 Page	1299.00	1239.00	1179.00

PRICES INCLUDE 4/COLOR PROCESS
Black & White Ads deduct \$525.00

Product Spotlight:

Per item, per issue **\$499.00**

Special Positions:

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

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 1.5% per month will be added after 30 days of invoice date.

Ad Specifications

Ad Size	Inches Wide	Inches Deep
Full Page	9.75"	11.75"
1/2 Page	9.75"	5.75"
1/2 Page (V)	4.75"	11.75"
1/3 Page	4.75"	8.5"
1/4 Page	4.75"	5.75"
1/8 Page	4.75"	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: 10.5" x 13".

Bleed:

Not Available.

Electronic Data:

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

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 Road
Stone Mountain, GA 30083
(678) 956-2710 (Elsie Olson)
eolson.1968@gmail.com

Circulation Breakdown

	Total Copies	% of total
Chefs/Independent Restaurants:	13,673	78%
Lodging/Resorts:	2,969	16%
Nursing Homes/Retirement:	343	2%
College/Universities	182	1%
School Food Service Directors:	164	1%
Hospitals:	159	1%
Broker/Sales Agents:	89	.5%
Distributors:	85	.5%

State Breakdown

Florida:	8,279
Carolinas:	4,727
Georgia:	2,165
Tennessee:	1,391
Alabama:	1,004
Outside SE:	98

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.