

**October/November 2019**

*Holiday Foods*

**Special Feature:**  
Ethnic Foods  
**Ad Deadline:**  
October 18th

**December/January 2020**

*Center-Of-The-Plate*

**Special Feature:**  
Pasta, Soups  
**Ad Deadline:**  
December 13th

**February/March 2020**

*Food Service In Carolinas*

**Special Feature:**  
Barbeque, Ethnic Foods  
**Ad Deadline:**  
February 14th

**April/May 2020**

*Regional Restaurant Chains*

**Special Feature:**  
Sandwiches  
**Bonus Distribution:**  
NRA Show, Chicago, IL  
North Carolina School Nutrition  
Show, Greensboro, NC  
**Ad Deadline:**  
April 24th

**June/July 2020**

*Hispanic Foods*

**Special Feature:**  
Snacks, Sauces  
**Bonus Distribution:**  
School Nutrition Annual Show  
Nashville, TN  
**Ad Deadline:**  
June 19th

**August/September 2020**

*Appetizers*

**Special Feature:**  
Breakfast Foods  
**Ad Deadline:**  
August 21st

**October/November 2020**

*Holiday Foods*

**Special Feature:**  
Ethnic Foods  
**Ad Deadline:**  
October 16th

**December/January 2021**

*Center-Of-The-Plate*

**Special Feature:**  
Pasta, Soups  
**Ad Deadline:**  
December 11th



**2019-2020**  
**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	\$3298.00	\$2968.00	\$2699.00
1/2 Page	2498.00	2248.00	1998.00
1/3 Page	1899.00	1709.00	1519.00
1/4 Page	1299.00	1159.00	998.00

PRICES INCLUDE 4/COLOR PROCESS

### 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](http://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"

## 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](mailto: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](http://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.