

**2021-2022**  
**Editorial Calendar  
&  
Advertising Rates**

**June/July 2021**

*Hispanic Foods*  
**Special Feature:**  
Snacks, Sauces  
**Bonus Distribution:**  
School Nutrition Annual Show  
Chicago, IL  
**Ad Deadline:**  
June 18th

**August/September 2021**

*Appetizers*  
**Special Feature:**  
Breakfast Foods  
**Ad Deadline:**  
August 20th

**October/November 2021**

*Holiday Foods*  
**Special Feature:**  
Ethnic Foods  
**Ad Deadline:**  
October 15th

**December/January 2022**

*Center-Of-The-Plate*  
**Special Feature:**  
Pasta, Soups  
**Ad Deadline:**  
December 10th

**February/March 2022**

*Food Service In Carolinas*  
**Special Feature:**  
Barbeque, Ethnic Foods  
**Ad Deadline:**  
February 11th

**April/May 2022**

*Regional Restaurant Chains*  
**Special Feature:**  
Sandwiches  
**Bonus Distribution:**  
NRA Show, Chicago, IL  
North Carolina School Nutrition  
Show, Greensboro, NC  
**Ad Deadline:**  
April 22nd

**June/July 2022**

*Hispanic Foods*  
**Special Feature:**  
Snacks, Sauces  
**Bonus Distribution:**  
School Nutrition Annual Show  
Chicago, IL  
**Ad Deadline:**  
June 17th

**August/September 2022**

*Appetizers*  
**Special Feature:**  
Breakfast Foods  
**Ad Deadline:**  
August 19th



*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	\$3199.00	\$2879.00	\$2559.00
1/2 Page	2399.00	2248.00	1919.00
1/3 Page	1799.00	1619.00	1439.00
1/4 Page	1199.00	1079.00	959.00

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
Chefs/Independent Restaurants:	12,235
Lodging/Resorts:	2,381
Nursing Homes/Retirement:	198
College/Universities	131
School Food Service Directors:	127
Hospitals:	79
Broker/Sales Agents:	77
Distributors:	54

## State Breakdown

Florida:	6,906
Carolinas:	4,463
Georgia:	1,827
Tennessee:	1,164
Alabama:	869
Outside SE:	53

## 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.