

**August/September 2022**

*Appetizers*

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

**October/November 2022**

*Holiday Foods*

**Special Feature:**  
Ethnic Foods  
**Ad Deadline:**  
October 14th

**December/January 2023**

*Center-Of-The-Plate*

**Special Feature:**  
Soups  
**Ad Deadline:**  
December 9th

**February/March 2023**

*Food Service In Carolinas*

**Special Feature:**  
Barbeque  
**Ad Deadline:**  
February 10th

**April/May 2023**

*Regional Restaurant Chains*

**Special Feature:**  
Sandwiches  
**Bonus Distribution:**  
NRA Show, Chicago, IL  
North Carolina School Nutrition  
Show, Greensboro, NC  
**Ad Deadline:**  
April 21st

**June/July 2023**

*Hispanic Foods*

**Special Feature:**  
Snacks, Sauces  
**Bonus Distribution:**  
School Nutrition Annual Show  
Chicago, IL  
**Ad Deadline:**  
June 16th

**August/September 2023**

*Appetizers*

**Special Feature:**  
Breakfast Foods  
**Ad Deadline:**  
August 18th

**October/November 2023**

*Holiday Foods*

**Special Feature:**  
Ethnic Foods  
**Ad Deadline:**  
October 13th



# 2022-2023

## 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 | \$2899.00 | \$2609.00 | \$2399.00 |
| 1/2 Page  | 1999.00   | 1799.00   | 1599.00   |
| 1/3 Page  | 1469.00   | 1322.00   | 1175.00   |
| 1/4 Page  | 1125.00   | 1012.00   | 899.00    |

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.

## Circulation Breakdown

### Total Copies

|                                |       |
|--------------------------------|-------|
| Chefs/Independent Restaurants: | 9,927 |
| Lodging/Resorts:               | 1,455 |
| School Food Service Directors: | 101   |
| Nursing Homes/Retirement:      | 98    |
| College/Universities           | 95    |
| Broker/Sales Agents:           | 74    |
| Distributors:                  | 52    |

## State Breakdown

|             |       |
|-------------|-------|
| Florida:    | 5,630 |
| Carolinas:  | 3,658 |
| Georgia:    | 1,222 |
| Tennessee:  | 674   |
| Alabama:    | 589   |
| Outside SE: | 29    |

## 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.