

2018 RATE CARD



– MY ROUSES EVERYDAY –

My Rouses Everyday is one of the largest grocery store publications in the nation. Each issue focuses on the latest food trends and local food and culture. You'll find recipes, cooking articles, culinary profiles, tips from the area's best chefs and behind-the-scenes exclusives.

Our roster of award-winning writers and photographers includes contributors to *The New York Times*, *Saveur*, *Garden & Gun*, *Local Palate*, *Texas Monthly* and more.

– DISTRIBUTION –

- > **FREQUENCY:** 6x/year
- > **TOTAL READERSHIP PER ISSUE:** 490,000
- > **READERS PER COPY:** 3
- > **PRINTED COPIES PER ISSUE:** 140,000
- > **DISTRIBUTION:** 55+ Rouses Markets in Louisiana, Mississippi and Alabama
- > **AVAILABLE ONLINE:** Current and past issues of *My Rouses Everyday* are available in their entirety at www.rouses.com.
We have significant web traffic and strong social media presence.

– AD PREPARATION SPECS –

CAMERA READY: Camera ready advertisement submission to *My Rouses Everyday* magazine must be provided as **high-resolution (300dpi), CMYK, PDF/X-1a** file format. Camera ready ads can be submitted to advertising@rouses.com. **Please put *My Rouses Everyday Magazine* in the subject line.**

DESIGN: Rouses will design your ad for a fee of \$250.00. Please submit photos, copy, and any other materials needed to produce your ad two weeks before the materials deadline to allow for design time and approvals.

COUPONS: We welcome camera ready ads featuring coupons. Rouses will not build or edit ads featuring coupons.

– ADDITIONAL ADVERTISING OPPORTUNITIES –

We offer additional paid advertising opportunities for Advertising Agencies representing products we sell and Industry Boards/Federations/Commissions/Councils.

- > **BOOSTED FACEBOOK & TWITTER POSTS**
- > **SPONSORED EBLASTS**

– ADVERTISING RATES –

SIZE	1 ISSUES	3 ISSUES	6 ISSUES
Full Page	\$4,250	\$4,000/ISSUE	\$3,750/ISSUE
1/2 Page	\$2,750	\$2,500/ISSUE	\$2,250/ISSUE
Inside Covers	\$5,250		
Back Cover	\$6,750		

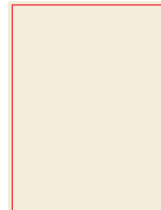
Ad Rates are Per Issue. All ads are four color. All rates are net.

– RESERVATION DEADLINES –

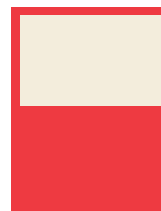
ISSUE	SPACE	MATERIALS	IN STORES
March/April	1/19	1/31	3/1
May/June	3/16	3/30	5/1
July/August	5/18	5/31	7/1
September/October	7/18	7/30	9/1
November/December	9/14	9/28	11/1
January/February	11/14	11/26	1/2

– MECHANICAL REQUIREMENTS –

SIZE	WIDTH	HEIGHT	BLEED
Full Page w/bleed	8.375"	10.875"	.125"
1/2 Page	7.625"	4.825"	NONE



Full PG w/ bleed
INCHES
FINAL TRIM SIZE: W 8.375" H 10.875"
BLEED ON ALL SIDES: .125"
DOCUMENT SIZE w/ bleed: W 8.625" H 11.125"



1/2 PG
INCHES
W 7.625"
H 4.825"

For more information contact your category manager or:
Tim Acosta, Marketing Director
✉ Tim.Acosta@rouses.com
Advertising@rouses.com
☎ (985) 447-5998 ext.99208

ROUSES MARKETS

MY ROUSES EVERYDAY MAGAZINE ADVERTISING CONTRACT | 2018

CONTRACT DATE:		
ADVERTISER:		
ADDRESS:		
CITY:	STATE:	ZIP:
CONTACT:		ROUSES REP:
PHONE:		PHONE:
FAX:	MOBILE:	FAX:
EMAIL:		EMAIL: advertising@rouses.com
WEBSITE:		

PAYMENT TERMS: Net 30 days
The undersigned subscribes for:

FULL PAGE \$4,250 (1 ISSUE)	HALF PAGE \$2,750 (1 ISSUE)	BACK COVER \$6,750
FULL PAGE \$4,000 (3 ISSUES)	HALF PAGE \$2,500 (3 ISSUES)	INSIDE FRONT COVER \$5,250
FULL PAGE \$3,750 (6 ISSUES)	HALF PAGE \$2,250 (6 ISSUES)	INSIDE BACK COVER \$5,250

Ad rates are Per Issue. All ads are four color. All rates are net.

JANUARY / FEBRUARY (2019)	MARCH / APRIL (2018)	MAY / JUNE (2018)
JULY / AUGUST (2018)	SEPTEMBER / OCTOBER (2018)	NOVEMBER / DECEMBER (2018)

NOTES:

ADDED VALUE OPTIONS:

BUILD AD - IN HOUSE \$250			

I hereby authorize that I agree to the terms of this contract. Any changes made to this contract must be done 30 days prior to the space deadline on the edit calendar of the month being charged.

AUTHORIZED SIGNATURE: _____ **DATE:** _____

PRINTED NAME: _____

TITLE: _____

ROUSES CATEGORY MANAGER: _____

