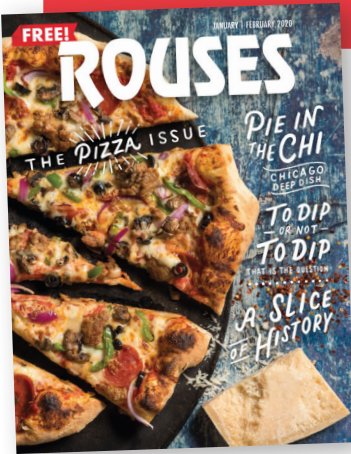


## 2020 RATE CARD



### – ROUSES MAGAZINE –

*Rouses Magazine* 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
- > **PRINTED CIRCULATION PER ISSUE:** 175,000
- > **AUDIENCE PER ISSUE:** 700,000
- > **DISTRIBUTION:** 64+ Rouses Markets in Louisiana, Mississippi and Alabama
- > **AVAILABLE ONLINE:** Current and past issues of *Rouses Magazine* are available in their entirety at [www.rouses.com](http://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](mailto:advertising@rouses.com). **Please put *Rouses 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.

### – ADVERTISING RATES –

SIZE	1 ISSUES	3 ISSUES	6 ISSUES
Full Page	\$6,000	\$5,500/ISSUE	\$5,000/ISSUE
Half Page	\$3,500	\$3,250/ISSUE	\$2,550/ISSUE
Inside Covers	\$7,000		
Back Cover	\$8,000		

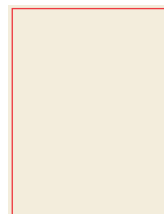
*Ad rates are per issue. All ads are four color. All rates are net.*

### – RESERVATION DEADLINES –

ISSUE	SPACE	MATERIALS
March/April	1/13	2/3
May/June	3/11	4/1
July/August	5/13	6/1
September/October	7/15	8/3
November/December	9/16	10/1
January/February	11/11	12/1

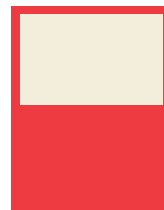
### – MECHANICAL REQUIREMENTS –

SIZE	WIDTH	HEIGHT	BLEED
Full Page w/bleed	8.375"	10.875"	.125"
Half 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"



#### Half PG

INCHES  
W 7.625"  
H 4.825"

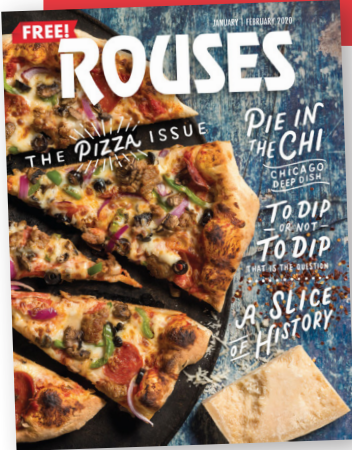
For more information contact your category manager or:

Harley Breaux, Marketing Coordinator

✉ [harley.breaux@rouses.com](mailto:harley.breaux@rouses.com)  
[advertising@rouses.com](mailto:advertising@rouses.com)  
☎ (985) 447-5998 ext.99325

# ROUSES MARKETS

## 2020 SIGN UP SHEET



### – ROUSES MAGAZINE –

*Rouses Magazine* 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*, *Savueur*, *Garden & Gun*, *Local Palate*, *Texas Monthly* and more.

# ROUSES MARKETS

### – ADVERTISING RATES –

SIZE	1 ISSUES	3 ISSUES	6 ISSUES
Full Page	\$6,000	\$5,500/ISSUE	\$5,000/ISSUE
Half Page	\$3,500	\$3,250/ISSUE	\$2,550/ISSUE
Inside Covers	\$7,000		
Back Cover	\$8,000		

*Ad rates are per issue. All ads are four color. All rates are net.*

Select your package:

Full Page

- 1 ISSUE | \$6,000
- 3 ISSUES | \$5,500/issue
- 6 ISSUES | \$5,000/issue

Half Page

- 1 ISSUE | \$3,500
- 3 ISSUES | \$3,250/issue
- 6 ISSUES | \$2,550/issue

Inside Cover

- 1 ISSUE | \$7,000

Back Cover

- 1 ISSUE | \$8,000

Select your issue(s):

- March/April 2020
- May/June 2020
- July/August 2020
- September/October 2020
- November/December 2020
- January/February 2021

Vendor Name: \_\_\_\_\_

Contact Name (Please Print): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_