

Digital Specs

Preferred Format:
All digital ad materials submitted to the San Antonio Circular must be provided in a high resolution PDF format (Min. 300dpi). All Graphics must be embedded & text produced in vector programs must be converted into paths.

Color Format:
All 4-Color digital files must be saved in CMYK format. 4 color PDFs must be composite CMYK documents. **Color graphics & images saved as RGB, LAB or indexed color are not acceptable.**

Supported Programs:
At the San Antonio Circular we support Quark Xpress 4, Adobe Illustrator CS2, Photoshop CS2, InDesign CS2.

Accepting Materials
The San Antonio Circular will accept materials via CD sent to address below or E-mail to production@sacircular.com (10mb or less accepted). Large file formats can be sent using the website www.transferbigfiles.com (You will be able to transfer large files here in quick easy steps (10mb to 1GB accepted))

Shipping Instructions:
Sending files on disk via US Postal, FedEx, or UPS must be sent to:

San Antonio Circular
13300 Old Blanco Rd. Suite 145
San Antonio, TX 78216
phone: 210-493-9515
fax: 210-493-9507

The San Antonio Circular will not be responsible for the reproduction of materials that do not meet these requirements.

The Circular is delivered via The United States Postal Service. Neither the SA Circular nor the USPS guarantees specific day delivery. We warrant that requirements set forth are met to be in mailboxes on the posted targeted in home date.

TARGET IN-HOME DATES

Reaching Homes On The Best Retail Dates of the month giving your business the results you want.

YOUR SUCCESS IS OUR SUCCESS:

THE CIRCULAR has become the most successful mail program in our market. Combining unparalleled reach with focused timing and eye catching creative The Circular provides outstanding results...meaning more profits for your business.

We specialize in helping businesses large and small focus their marketing efforts and stretch their budgets to the fullest. Call the Circular today for a customized marketing solution that will help your business grow. 210-493-9515 or email: info@sacircular.com

2013 In-Home Dates

January 2013							February 2013							March 2013							April 2013							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5						1	2				28	1	2		1	2	3	4	5	6		
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31	1		24	25	26	27	28			24	25	26	27	28	29	30	28	29	30					
New Year's Day: 1/1							Valentine's Day: 2/14							Easter: 3/31							Fiesta: 4/18 through 4/28							
May 2013							June 2013							July 2013							August 2013							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4						1					4	5	6				1	2	3			
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
26	27	28	29	30	31		23	24	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30	31
Mother's Day 5/12 Memorial Day 5/27							Father's Day: 6/16							Independence Day: 7/4							Christmas Day: 12/25							
September 2013							October 2013							November 2013							December 2013							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6	7			1	2	3	4	5				31	1	2	1	2	3	4	5	6	7		
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31	1	2			
Labor Day: 9/2							Columbus Day: 10/14 Halloween: 10/31							Veteran's Day 11/11 Thanksgiving: 11/27							Christmas Day: 12/25							

2014 In-Home Dates

January 2014							February 2014							March 2014							April 2014							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4						1								1				3	4	5		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19	
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
26	27	28	29	30	31		23	24	25	26	27	28	29	23	24	25	26	27	28	29	27	28	29	30				
New Year's Day: 1/1							Valentine's Day: 2/14							Independence Day: 7/4							Fiesta: 4/17 through 4/27 Easter: 4/20							
May 2014							June 2014							July 2014							August 2014							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3												2	3	4	5						1	2	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	
25	26	27	28	29	30	31	29	30						27	28	29	30	31	1		24	25	26	27	28	29	30	
Mother's Day 5/11 Memorial Day 5/26							Father's Day: 6/15							Independence Day: 7/4							Christmas Day: 12/25							
September 2014							October 2014							November 2014							December 2014							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6					1	2	3	4							1	1	2	3	4	5	6		
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29	30	28	29	30	31			
Labor Day: 9/1							Columbus Day: 10/13 Halloween: 10/31							Veteran's Day 11/11 Thanksgiving: 11/27							Christmas Day: 12/25							

Press Deadlines & Payment Due Dates are approximately 18 days prior to targeted in home dates. Deadlines subject to change.

SAN ANTONIO • NEW BRAUNFELS • BOERNE-FAIR OAKS • SAN ANGELO

13300 OLD BLANCO RD. STE. 145 SAN ANTONIO, TX 78216

SAN ANTONIO CIRCULAR

Your Monthly Savings Magazine

2013 Media Kit

creative Inserts GLOSSY MAGAZINE
DESIGN. Post Cards
the blast e-newsletter coupons
TARGET ZIP CODES. the blast e-newsletter
DESIGN. Post Cards
TARGET ZIP CODES. MAGAZINE

SAN ANTONIO CIRCULAR

Your Monthly Savings Magazine

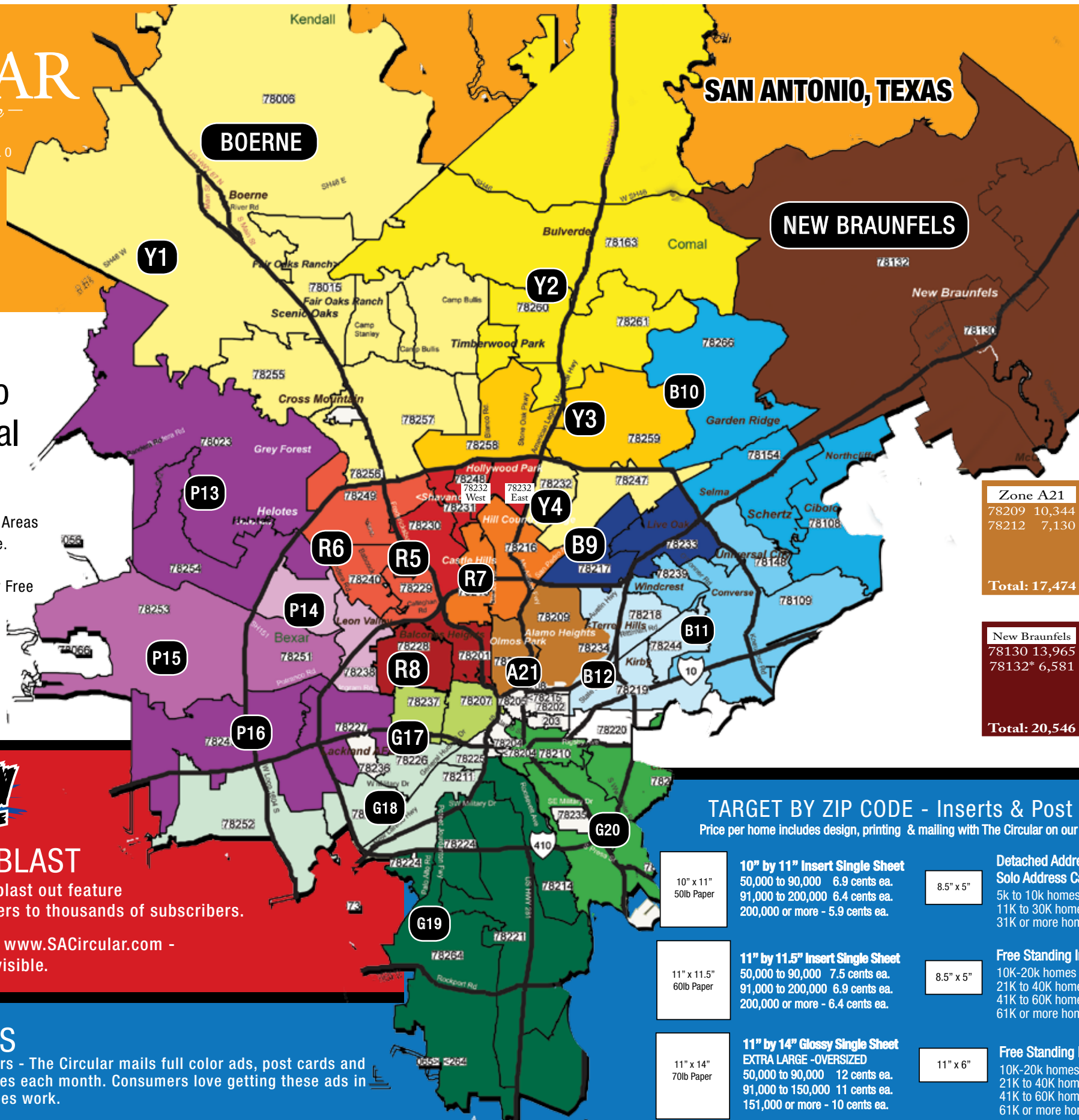
SAN ANTONIO • NEW BRAUNFELS
BOERNE-FAIR OAKS • SAN ANGELO

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San Antonio, TX 78216
210-493-9515
fax: 210-493-9507
www.SACircular.com

Two Great Ways to Reach Your Potential Customers!

- Choose one of our Zones - or Entire Areas with The Circular - Glossy Ad magazine.
- Target Homes by Zip Code using our Free Standing Inserts or Post Cards.

All Prices include Layout & Design, Printing & Mailing. Applicable Sales Tax is added.



Zone Y1 78006 10,122 78015 3,930 78255 3,739 78256 1,458 78257 1,588 Total: 20,837	Zone Y2 78070 5,121 78163 3,386 78260 8,641 78261 4,660 Total: 21,808	Zone Y3 78258 11,354 78259 6,872 Total: 18,226	Zone Y4 78232E 7,913 78247 16,779 Total: 24,692
Zone R5 78230 9,607 78231 2,806 78248 4,659 78232W 2,385 Total: 19,457	Zone R6 78229 1,806 78240 10,398 78249 13,372 Total: 25,576	Zone R7 78213 9,788 78216 7,330 Total: 17,118	Zone R8 78201 10,986 78228 8,900 Total: 19,886
Zone B9 78233 13,718 78217 7,254 Total: 20,972	Zone B10 78108 10,203 78154 10,304 78266 2,178 Total: 22,685	Zone B11 78148 2,497 78239 10,394 78109* 6,500 Total: 19,391	Zone B12 78218 7,495 78219* 3,594 78244 8,982 Total: 20,071
Zone A21 78209 10,344 78212 7,130 Total: 17,474	Zone P13 78023 7,773 78254 13,852 Total: 21,625	Zone P14 78250 17,845 78238 5,477 Total: 23,322	Zone P15 78253 9,950 78251 12,110 Total: 22,060
Zone P16 78227* 3,939 78245 16,497 Total: 20,436	Zone G17 78207 12,711 78237 9,685 Total: 22,396	Zone G18 78211 7,928 78225 3,981 78242 7,484 78252 1,721 Total: 21,114	Zone G19 78214 6,024 78221 8,960 78224 3,710 78264 3,074 Total: 21,768
Zone G20 78210 10,118 78222* 1,486 78223 12,914 Total: 24,518	New Braunfels 78130 13,965 78132* 6,581 Total: 20,546		



WEEKLY E-MAIL BLAST

Each week The Circular will blast out feature advertiser's coupons and offers to thousands of subscribers.

All advertisers are posted on www.SACircular.com - making your message more visible.

PROVEN SUCCESS

Now in business for over 10 years - The Circular mails full color ads, post cards and inserts for hundreds of companies each month. Consumers love getting these ads in their mailbox - and yes - this does work.

PRECISION TARGETING

Focus your marketing by Zip Code, Zones or Regions allowing you to maximize your budget.

TARGET BY ZIP CODE - Inserts & Post Cards

Price per home includes design, printing & mailing with The Circular on our target dates.

10" x 11" 50lb Paper 10" by 11" Insert Single Sheet 50,000 to 90,000 6.9 cents ea. 91,000 to 200,000 6.4 cents ea. 200,000 or more - 5.9 cents ea.	8.5" x 5" Detached Address Label (D.A.L) Solo Address Card - 8.5" by 5" 5k to 10k homes - 20 cents per home 11K to 30K homes - 17 cents per home 31K or more homes - 15 cents per home
11" x 11.5" 60lb Paper 11" by 11.5" Insert Single Sheet 50,000 to 90,000 7.5 cents ea. 91,000 to 200,000 6.9 cents ea. 200,000 or more - 6.4 cents ea.	8.5" x 5" Free Standing Insert Card - 8.5" by 5" 10K-20k homes - 9 cents per home 21K to 40K homes - 7.9 cents per home 41K to 60K homes - 7.4 cents per home 61K or more homes - 6.9 cents per home
11" x 14" 70lb Paper 11" by 14" Glossy Single Sheet EXTRA LARGE -OVERSIZED 50,000 to 90,000 12 cents ea. 91,000 to 150,000 11 cents ea. 151,000 or more - 10 cents ea.	11" x 6" Free Standing Insert Card - 11" by 6" 10K-20k homes - 12 cents per home 21K to 40K homes - 10.9 cents per home 41K to 60K homes - 10.4 cents per home 61K or more homes - 9.9 cents per home
	14" x 6" Free Standing Insert Card - 14" by 6" 10K-20k homes - 17 cents per home 21K to 40K homes - 15 cents per home 41K & more homes - 14 cents per home

*Denotes Partial Delivery of a zip code.

Payment & Print deadlines is about 18 days prior to in home delivery. Dates vary - see Circular for details.

THE CIRCULAR - RATES BY ZONE

• Front Page	6.25" x 7.25" Area	\$1,299
• Back Page	6.25" x 7.75" Area	\$1,099
• Front Page Logo Box	1.75" x 1.5" Area	\$ 599
• FULL PAGE	6.25" x 9" Area	\$ 799
• HALF PAGE	6.25" x 4.375" Area	\$ 499
• QTR PAGE	3" x 4.375" Area	\$ 299

Prices are Per zone.
Sales Tax on paper will be added to invoice.



Payment is due at press deadline. All prices are subject to change.