

SOAP OPERA DIGEST

**...delivers
over 5.7 million readers
every week.**

Soap Opera Digest, the leading magazine reporting on the soap opera industry for over 30 years, provides behind-the-scenes scoop and breaking news to passionate soap fans every week. With special editorial features on beauty, fashion, health/fitness and parenting, **Soap Opera Digest** gives readers all the information they crave.

SoapOperaDigest.com offers unique, up-to-the minute news, stories, clips, interactive polls, soap star interviews and features that differ from its print sisters'. Now, the editors of **Soap Opera Digest** are making **SoapOperaDigest.com** a must-visit for everyone who loves soaps!

2008 CLOSING DATES

ISSUE DATE	ON-SALE DATE	SPACE CLOSING	MATERIAL CLOSING
Jan. 15	Jan. 4	Dec. 13, 2007	Dec. 17, 2007
Jan. 22	Jan. 11	Dec. 20, 2007	Dec. 24, 2007
Jan. 29	Jan. 18	Dec. 27, 2007	Dec. 31, 2007
Feb. 5	Jan. 25	Jan. 3	Jan. 7
Feb. 12	Feb. 1	Jan. 10	Jan. 14
Feb. 19	Feb. 8	Jan. 17	Jan. 21
Feb. 26	Feb. 15	Jan. 24	Jan. 28
Mar. 4	Feb. 22	Jan. 31	Feb. 4
Mar. 11	Feb. 29	Feb. 7	Feb. 11
Mar. 18	Mar. 7	Feb. 14	Feb. 18
Mar. 25	Mar. 14	Feb. 21	Feb. 25
Apr. 1	Mar. 21	Feb. 28	Mar. 3
Apr. 8	Mar. 28	Mar. 6	Mar. 10

2008 CLOSING DATES *continued*

ISSUE DATE	ON-SALE DATE	SPACE CLOSING	MATERIAL CLOSING
April 15	April 4	Mar. 13	Mar. 17
April 22	April 11	Mar. 20	Mar. 24
April 29	April 18	Mar. 27	Mar. 31
May 6	April 25	April 3	April 7
May 13	May 2	April 10	April 14
May 20	May 9	April 17	April 21
May 27	May 16	April 24	April 28
June 3	May 23	May 1	May 5
June 10	May 30	May 8	May 12
June 17	June 6	May 15	May 19
June 24	June 13	May 22	May 26
July 1	June 20	May 29	June 2
July 8	June 27	June 5	June 9
July 15	July 4	June 12	June 16
July 22	July 11	June 19	June 23
July 29	July 18	June 26	June 30
Aug. 5	July 25	July 3	July 7
Aug. 12	Aug. 1	July 10	July 14
Aug. 19	Aug. 8	July 17	July 21
Aug. 26	Aug. 15	July 24	July 28
Sept. 2	Aug. 22	July 31	Aug. 4
Sept. 9	Aug. 29	Aug. 7	Aug. 11
Sept. 16	Sept. 5	Aug. 14	Aug. 18
Sept. 23	Sept. 12	Aug. 21	Aug. 25
Sept. 30	Sept. 19	Aug. 28	Sept. 1
Oct. 7	Sept. 26	Sept. 4	Sept. 8
Oct. 14	Oct. 3	Sept. 11	Sept. 15
Oct. 21	Oct. 10	Sept. 18	Sept. 22
Oct. 28	Oct. 17	Sept. 25	Sept. 29
Nov. 4	Oct. 24	Oct. 2	Oct. 6
Nov. 11	Oct. 31	Oct. 9	Oct. 13
Nov. 18	Nov. 7	Oct. 16	Oct. 20
Nov. 25	Nov. 14	Oct. 23	Oct. 27
Dec. 2	Nov. 21	Oct. 30	Nov. 3
Dec. 9	Nov. 28	Nov. 6	Nov. 10
Dec. 16	Dec. 5	Nov. 13	Nov. 17
Dec. 23	Dec. 12	Nov. 20	Nov. 24
Dec. 30	Dec. 19	Nov. 27	Dec. 1
Jan. 6, 2009	Dec. 26	Dec. 4	Dec. 8

* Regional orders are due two days prior to national orders.

NATIONAL DISPLAY RATES

SPACE	4 COLOR	2 COLOR	B&W
Full Page	\$21,130	\$19,910	\$17,340
3/4 Page	\$18,215	\$16,895	\$15,245
2/3 Page	\$17,170	\$16,030	\$14,355
1/2 Page	\$14,200	\$12,425	\$11,515
1/3 Page	\$12,290	\$10,760	\$10,000
1/4 Page	\$10,640	\$ 9,425	\$ 8,665
4th Cover	\$27,460		
2nd Cover	\$25,760		
3rd Cover	\$22,800		

ADDITIONAL OPPORTUNITIES

Soap Opera Digest offers the following special units:

Inserts, Bind-In-Response Cards, Gatefolds, Subscriber Coverwraps, and more.

Customized advertising opportunities on a national or regional level include: *Multi-platform Merchandising Programs, Customized Advertorials, In-Store Sampling Events, and more.*

SoapOperaDigest.com offers the following customized units: *Rich Media, Streaming Videos, Banners, Reader Polls, Microsites, and more.*

Please contact your **Soap Opera Digest** representative for availabilities, rates, closing dates and to learn more about how we can accommodate advertiser objectives in-book, in-store, or online.

PRODUCTION INFORMATION

Digital Ad Composition Info – www.primediaads.com

Printing Method: Covers/Web Offset, SWOP Standards
Body/Rotogravure

Binding: Saddle stitched

Digital Files: PDFX1A - Be sure images are high resolution: 300 dpi for halftone images, 600 dpi or more for line art. All fonts embedded 100% and all color images MUST be CMYK.

Soap Opera Digest cannot be held responsible for any shifting, copy re-flow, or other design shifts due to open application files.

PLEASE CONTACT SOD PRODUCTION FOR ANY QUESTIONS.

Color Guidance: 2 proofs/matchprints/Kodak approvals.

Type: Reverse white type cannot be smaller than 10 pt. And must be sans serif. Please spread colors around K.O. type. Reverse imagery and type must be legible in the final print. The surrounding tone value must be dark enough to justify legibility. In addition, the subordinate colors should be spread/swelled to minimize register variation and optimize the legibility of the printed product. The use of fine serifs and thin lettering and line work should be avoided. Burnouts used for the proof must be labeled as to color. The minimum width of reverse lines and type is .012". Fine lines and serifs as thin as .007" may tend to fill in and become illegible.

PLEASE CONTACT THE PRODUCTION DEPARTMENT FOR INSERT INFORMATION AND SPECS.

Materials Ship To: SOAP OPERA DIGEST, Attn: Eric Vitoulis
261 Madison Ave., 5th Floor • New York, NY 10016
(212) 915-4226 • www.primediaads.com

MECHANICAL REQUIREMENTS

Trim Size	5-1/8" x 7-3/8"
Live Matter	4-3/8" x 6-5/8"
Bleed Size	5-3/8" x 7-5/8"
Full Page (non-bleed)	4-3/8" x 6-5/8"
Spread (bleed)	10-1/2" x 7-5/8"
Spread (non-bleed)	9-3/4" x 6-5/8" (live)
Spread (trim)	10-1/4" x 7-3/8"
1/2 Page (vertical, non-bleed)	2-1/8" x 6-5/8"
1/2 Page (horizontal, non-bleed)	4-3/8" x 3-1/4"
1/2 Page Spread (bleed)	10-1/2" x 4"
1/2 Page Spread (trim)	10-1/4" x 3-3/4"
1/2 Page Spread (non-bleed)	9-3/4" x 3-1/4"
1/3 Page Vertical (bleed)	2" x 7-5/8"
1/3 Page Vertical (trim)	1-3/4" x 7-3/8"
1/3 Page Vertical (non-bleed)	1-1/2" x 6-5/8"

Note: Due to our saddle stitch binding method, the center pages of the magazine will trim slightly smaller than 5-1/8" in the width dimension. Therefore it is necessary that our live matter specifications be met.

COMMISSIONS AND TERMS

1. Agency Commission: 15% of gross billing allowed to recognized agencies, provided account is paid within terms.
2. Advertising invoices to agencies with credit recognition are rendered on the on-sale date of each issue and are due 30 days from the date of invoice. The advertising agency and advertiser are jointly and severally liable for the payment of all advertising invoices. Insertion orders with "Sequential Liability" language are not acceptable and are against policy. The publisher will not be bound by any conditions appearing on insertion order, when such conditions conflict with its policies.

COPY AND CONTRACT REGULATIONS

1. Rates, conditions and space units are subject to change with 30 days notice.
2. Non-standard advertising space units are subject to publisher's approval.
3. **Soap Opera Digest** will not be bound by any conditions of whatsoever nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained within its rate card or with the magazine's policies.
4. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the advertisement including: 1) the names, portraits and/or pictures of living persons; 2) any copyrighted material; 3) any testimonials contained in any advertisement submitted to and published by **Soap Opera Digest**. In consideration of **Soap Opera Digest's** acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Source Interlink Media, publisher of **Soap Opera Digest**, against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing, or publishing of its advertisements including, without limitation, reasonable

attorney's fees resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

5. **Soap Opera Digest** reserves the right to reject or cancel at any time any advertising that the publisher deems unacceptable for any reason.
6. All orders are accepted subject to labor disputes, accidents, fires, acts of God or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing **Soap Opera Digest**. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
7. **Soap Opera Digest** is not responsible for errors in key numbers or other typesetting done by the publisher.
8. All advertisements must be clearly identified as such with a trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy that, in the publisher's opinion, resembles editorial copy.
9. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged upon terms of the schedule in force without further notice.
10. Cancellations or changes in orders will not be accepted after closing date and none may be considered executed unless acknowledged by publisher.
11. Short rates and rebates are determined by the amount of space actually used within 12 months from the first insertion.
12. Complete camera-ready material is required. There will be no credit allowed for any error should the advertiser request the publication to set copy.
13. Position specifications stipulated on insertion orders will be treated as requests only and will not be binding on the publication. No allowances will be granted if position requests are not met.

Member: Audit Bureau of Circulations, Magazine Publishers of America.

SOAP OPERA DIGEST

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REGIONAL SALES OFFICES

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Tel: (312) 396-0641

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333 W. Fort Street, Ste 1350

Detroit, MI 48226

Contact: Pat Cannon

Tel: (313) 967-5115

Fax: (313) 964-4139

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Access Media

124 Center Street

El Segundo, CA 90245

Contact: Casey Dennehy

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261 Madison Avenue, 5th Floor

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Contact: Daria Rivera

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www.SoapOperaDigest.com

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THE TRUE INSIDER GUIDE

Rate Card 40

Effective: January 2008

Rate Base: 500,000