

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 WEEKLY 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 its 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 WEEKLY.

In consideration of SOAP OPERA WEEKLY's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Source Interlink Media, publisher of SOAP OPERA WEEKLY, 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 WEEKLY reserves the right to reject or cancel at any time any advertising which 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) which prevent the publisher from partially or completely producing, publishing, or distributing SOAP OPERA WEEKLY. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.

7. SOAP OPERA WEEKLY 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 which 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 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 a request only and will not be binding on the publication. No allowances will be granted if position requests are not met.

SoapOperaWeekly

BUSINESS OFFICE

261 Madison Avenue, 5th Floor • New York, NY 10016
Tel: 212-915-4200 Fax: 212-915-4261
Publisher • Susan Severance
Group Production Director • Ann McCaffrey
Production Manager • Eric Vitoulis

Production Material To:

SOAP OPERA WEEKLY

Attn: Production Department
261 Madison Avenue, 5th Floor • New York, NY 10016
Digital files to: eric.vitoulis@soapoperadigest.com

REGIONAL SALES OFFICES

CHICAGO

Newco Media
500 N. Michigan Avenue
Chicago, IL 60611
Contact: Steve Newman
Tel: 312-494-1919 • steve@newco.com

LOS ANGELES

Virtus Media Sales
11340 W. Olympic Boulevard, #385
Los Angeles, CA 90064
Contact: John Buckingham, Western Ad Director
Tel: 310-478-3833 • Fax: 310-478-1633 • buck@vmsales.net

SAN FRANCISCO

Sandy Fish Media
1239 Highland Drive
Novato, CA 94949
Contact: Sandy Fish
Tel: 415-883-4300 • sandy@sandyfishmedia.com

DIRECT RESPONSE/MAIL ORDER/INTERNET

261 Madison Avenue, 5th Floor • New York, NY 10016
Tel: 212-915-4248 • Fax: 212-915-4261
Contact: Daria Rivera
www.SoapOperaWeekly.com



Terms And Conditions

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 the 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.
3. Frequency discounts are earned by using three or more insertions in SOAP OPERA WEEKLY. No rate-holders accepted. Advertising schedules composed of mixed-space units are entitled to standard discounts except where the use of smaller units lowers the total costs of the campaign from the total cost at which the advertiser reached an earned rate.

SoapOperaWeekly

ratecard21

effectivejanuary09
RATE BASE: 175,000

SoapOperaWeekly

SOAP OPERA WEEKLY is a must-read for over 3.5 million young, dedicated consumers who depend on the magazine for the most timely coverage of hot news and breaking stories in the world of daytime and primetime soaps. From backstage gossip and in-depth interviews, to who's wearing what, **SOAP OPERA WEEKLY** gives readers the information they crave in a big, contemporary design.

SOAP OPERA WEEKLY has provided avid soap fans with up-to-the-minute news and in-depth coverage of their favorite form on entertainment for over 20 years. Our readers have a strong commitment to the magazine which translates into tremendous strength at the newsstand — two-thirds of our readers spend over \$155 annually to keep up with every issue!

Display Rates

SPACE	4 COLOR	2 COLOR	B&W
BACK COVER	\$10,530		
SECOND COVER*	\$10,320		
THIRD COVER	\$9,860		
FULL PAGE	\$9,195	\$8,580	\$7,440
TWO-THIRDS PAGE	\$8,385	\$6,170	\$5,320
HALF PAGE	\$6,065	\$5,125	\$4,430
ONE-THIRD PAGE	\$3,865	\$3,130	\$2,710
QUARTER PAGE	\$3,055	\$2,595	\$2,255

*When Available

Combination Package

SOAP OPERA WEEKLY and SOAP OPERA DIGEST combination advertising packages are available. For further information call your sales representative.

Advertising Specifications

MECHANICAL REQUIREMENTS:

www.ads.sourceinterlinkmedia.com

Digital files preferred. Adobe PDF/X1-A or Adobe PDF at 300 DPI, all fonts embedded at 100%. All color and images MUST BE CMYK.

Digital Ad Composition Info:

www.ads.sourceinterlinkmedia.com

Printing Process: Rotogravure

Proofing: Matchprints, Kodak approvals, progs, proofs or chromalins

Type: Reverse white type cannot be smaller than 10pt. and must be sans serif.

Please spread colors around K.O. type.

SOAP OPERA WEEKLY cannot be held responsible for any shifting, copy re-flow, or other design shifts due to open application files.

ADVERTISING DIMENSIONS: NON BLEED

Spread: 16 1/8" x 9 1/2"



Half Page (horizontal):

7 13/16" x 4 3/8"



Half Page Spread: 16 1/8" x 4 3/8"



Half Page (vertical):

3 1/2" x 9 1/2"



Full Page: 7 13/16" x 9 1/2"



One-Third Page (vertical):

2 1/4" x 9 1/2"



Two-Thirds Page (horizontal):

7 13/16" x 5 11/16"



One-Third Page (square):

4 9/16" x 4 1/4"



Two-Thirds Page (vertical):

5" x 9 1/2"



One-Fourth Page (horizontal):

4" x 4 3/4"



NEW SOAP OPERA WEEKLY AD SPECS

	BLEED SIZE	TRIM SIZE
SPREAD	16 7/8" X 10 1/4"	16 5/8" X 10"
HALF PAGE HORZ. SPREAD	16 7/8" X 5 1/8"	16 5/8" X 4 7/8"
FULL PAGE	8 9/16" X 10 1/4"	8 5/16" X 10"
HALF PAGE — HORZ.	8 9/16" X 5 1/8"	8 5/16" X 4 7/8"
HALF PAGE — VERT.	4 1/4" X 10 1/4"	4" X 10"
2/3 PAGE — HORZ.	8 9/16" X 6 7/16"	8 5/16" X 6 3/16"
2/3 PAGE — VERT.	5 3/4" X 10 1/4"	5 1/2" X 10"
1/3 PAGE — VERT.	3" X 10 1/4"	2 3/4" X 10"
1/3 PAGE — SQUARE	5 5/16" X 5"	5 1/16" X 4 3/4"
1/4 PAGE — HORZ.	4 1/2" X 5 1/4"	4 1/4" X 5"

SoapOperaWeekly 2009 Closing Dates

ISSUE DATE	ON-SALE DATE	ORDERS & MATERIALS DUE
JAN. 13	JAN. 2	DEC. 16
JAN. 20	JAN. 9	DEC. 23
JAN. 27	JAN. 16	DEC. 30
FEB. 3	JAN. 23	JAN. 6
FEB. 10	JAN. 30	JAN. 13
FEB. 17	FEB. 6	JAN. 20
FEB. 24	FEB. 13	JAN. 27
MARCH 3	FEB. 20	FEB. 3
MARCH 10	FEB. 27	FEB. 10
MARCH 17	MARCH 6	FEB. 17
MARCH 24	MARCH 13	FEB. 24
MARCH 31	MARCH 20	MARCH 3
APRIL 7	MARCH 27	MARCH 10
APRIL 14	APRIL 3	MARCH 17
APRIL 21	APRIL 10	MARCH 24
APRIL 28	APRIL 17	MARCH 31
MAY 5	APRIL 24	APRIL 7
MAY 12	MAY 1	APRIL 14
MAY 19	MAY 8	APRIL 21
MAY 26	MAY 15	APRIL 28
JUNE 2	MAY 22	MAY 5
JUNE 9	MAY 29	MAY 12
JUNE 16	JUNE 5	MAY 19
JUNE 23	JUNE 12	MAY 26
JUNE 30	JUNE 19	JUNE 2
JULY 7	JUNE 26	JUNE 9
JULY 14	JULY 3	JUNE 16
JULY 21	JULY 10	JUNE 23
JULY 28	JULY 17	JUNE 30
AUG. 4	JULY 24	JULY 7
AUG. 11	JULY 31	JULY 14
AUG. 18	AUG. 7	JULY 21
AUG. 25	AUG. 14	JULY 28
SEPT. 1	AUG. 21	AUG. 4
SEPT. 8	AUG. 28	AUG. 11
SEPT. 15	SEPT. 4	AUG. 18
SEPT. 22	SEPT. 11	AUG. 25
SEPT. 29	SEPT. 18	SEPT. 1
OCT. 6	SEPT. 25	SEPT. 8
OCT. 13	OCT. 2	SEPT. 15
OCT. 20	OCT. 9	SEPT. 22
OCT. 27	OCT. 16	SEPT. 29
NOV. 3	OCT. 23	OCT. 6
NOV. 10	OCT. 30	OCT. 13
NOV. 17	NOV. 6	OCT. 20
NOV. 24	NOV. 13	OCT. 27
DEC. 1	NOV. 20	NOV. 3
DEC. 8	NOV. 27	NOV. 10
DEC. 15	DEC. 4	NOV. 17
DEC. 22	DEC. 11	NOV. 24
DEC. 29	DEC. 18	DEC. 1
JAN. 5	DEC. 25	DEC. 8