

## SOAP OPERA DIGEST

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New York, NY 10016

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**Publisher:** Susan Severance

**Group Production Director:**  
Ann McCaffrey

**Advertising Production Manager:**  
Eric Vitoulis

*Send Production Material To:*

### SOAP OPERA DIGEST

Attn: Production Department  
261 Madison Avenue, 5th Floor  
New York, NY 10016

Digital files to:  
eric.vitoulis@soapoperadigest.com

### REGIONAL SALES OFFICES

#### CHICAGO

Soap Opera Digest  
500 North Dearborn, 11th Floor  
Chicago, IL 60610  
Contact: Gale Vineyard, Midwest Manager  
**Tel:** (312) 396-0641  
**Fax:** (312) 396-0634

#### Detroit

Source Interlink Media  
333 W. Fort Street, Ste. 1350  
Detroit, MI 48226  
Contact: Pat Cannon  
**Tel:** (313) 967-5115  
**Fax:** (313) 964-4139

#### West Coast

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  
Email: buck@vmsales.net

#### Direct Response/Mail Order/Internet

261 Madison Avenue, 5th Floor  
New York, NY 10016  
Contact: Daria Rivera  
**Tel:** (212) 915-4248  
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www.SoapOperaDigest.com  
Source Interlink Media

soapoperadigest  
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ratecard41

effective january 09

RATE BASE: 500,000

# soapoperadigest

...delivers over  
5.2 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!



## 2009 closing dates

ISSUE DATE	ON-SALE DATE	SPACE CLOSING	ORDERS & MATERIALS DUE
JAN. 13	JAN. 2	DEC. 11	DEC. 15
JAN. 20	JAN. 9	DEC. 18	DEC. 22
JAN. 27	JAN. 16	DEC. 25	DEC. 29
FEB. 3	JAN. 23	JAN. 1	JAN. 5
FEB. 10	JAN. 30	JAN. 8	JAN. 12
FEB. 17	FEB. 6	JAN. 15	JAN. 19
FEB. 24	FEB. 13	JAN. 22	JAN. 26
MARCH 3	FEB. 20	JAN. 29	FEB. 2
MARCH 10	FEB. 27	FEB. 5	FEB. 9
MARCH 17	MARCH 6	FEB. 12	FEB. 16
MARCH 24	MARCH 13	FEB. 19	FEB. 23
MARCH 31	MARCH 20	FEB. 26	MARCH 2
APRIL 7	MARCH 27	MARCH 5	MARCH 9

## 2009 closing dates continued

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

## display rates

SPACE	4 COLOR	2 COLOR	B&W
FULL PAGE	\$21,870	\$20,610	\$17,950
3/4 PAGE	\$18,855	\$17,490	\$15,780
2/3 PAGE	\$17,770	\$16,595	\$14,860
1/2 PAGE	\$14,700	\$12,860	\$11,920
1/3 PAGE	\$12,720	\$11,140	\$10,350
1/4 PAGE	\$11,015	\$9,755	\$8,970
4TH COVER	\$28,420		
2ND COVER	\$26,660		
3RD COVER	\$23,600		

## 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 objective in-book, in-store, or online.

## production information

**Digital Ad Composition Info** – [www.ads.sourceinterlinkmedia.com](http://www.ads.sourceinterlinkmedia.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 reflow, 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 Avenue, 5<sup>th</sup> Floor • New York, NY 10016  
212-915-4226 • [www.ads.sourceinterlinkmedia.com](http://www.ads.sourceinterlinkmedia.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.**