

the value pages™



Media Kit 2004

Distribution

Advertising in The Value Pages provides zip code saturation delivery, utilizing the U.S. Postal Service, and guarantees 98.6% distribution to 50,000 homes locally, in carefully researched zip code zones. These selections are based on household income and carrier routes, with preference to routes that primarily feature home owners rather than renters. The Value Pages total reach exceeds 108,000 readers. Here is a geographic breakdown of our distribution by zip code:

35205 Southside	35226 Hoover
35209 Homewood	35242 Inverness
35213 Mountain Brook	35243 Cahaba Heights
35216 Vestavia Hills	35244 Riverchase
35223 Mountain Brook	

Audience

According to a June 2003 Claritas demographic survey, The Value Pages delivers one of Birmingham's most desired upscale audiences.

<i>Age Profile:</i>	18-24	14%
	25-34	24%
	35-44	30%
	45-54	18%
	55-64	8%
	65+	6%
<i>Gender Profile:</i>	Female	50%
	Male	50%
<i>Household Income:</i>	<\$24,999	13%
	\$25-34,999	9%
	\$35-49,999	24%
	\$50-74,999	23%
	\$75-99,999	18%
	\$100,000+	50%
<i>Education Profile:</i>	Advanced Degree	14%
	College Degree	33%
	Some College	26%
	High School Graduate	20%
<i>Race Profile:</i>	Caucasian	73%
	African-American	22%
	Other	5%

The Benefits of Advertising In The Value Pages vs. The Competition

Description	The Value Pages	Clipper Magazine	ValPak	News-paper	Shop Wise
<i>Shelf Life of Publication</i>	60 days	60 Days	30 Days	1-30 days	2 weeks
<i>Demographic Targeting</i>	Yes	No	No	No	No
<i>Quality 70# 4X4 High Color Publication</i>	Yes	No	No	No	No
<i>50,000 of the Most Responsive and Researched Households</i>	Yes	No	No	No	No
<i>Simplified Advertising Rates & Zones</i>	Yes	No	No	No	No
<i>No Long Term Contracts</i>	Yes	No	No	No	No
<i>Backed By A Full-Service Direct Marketing Agency</i>	Yes	No	No	No	No

Consumer Habits & Qualitative Data

- 66% of The Value Pages readers own their own residence; 33% rent
- In the next 12 months:
 - 20% plan to buy a home
 - 16% plan to remodel a home
 - 40% plan to buy new furniture
 - 41% plan to buy a personal computer
 - 30% plan to purchase a stereo, television, or vide equipment
 - 52% logged onto the internet last month & spend an average 466 minutes on-line
- 84% read The Value Pages to learn about new products or services
- 94% eat out at least once a week; 62% 2x a week; 27% 4x or more per week
- 64% spend 8 or more days on vacation in the past year

Summary

- The Value Pages cumulative readership exceeds 108,000 individuals.
- The Value Pages largest demographic concentration are adults 35-44
- Over half of The Value Pages readers have HH income exceeding \$50,000
- The Value Pages readers are upscale and index higher for many leisure activities including dining in restaurants, attending entertainment functions, and travel
- The Value Pages is an affordable, targeted avenue to reach an otherwise elusive demographic

Advertising Rates for 50,000 Household Distribution

Description	The Value Pages Cost Per 1000	The Value Pages Cost Per Household
<i>Full Page Rate</i>	\$25/M a month	.025 per household
<i>1/2 Page Rate</i>	\$17.5/M a month	.0175 per household
<i>1/4 Page Rate</i>	\$10/M a month	.01 per household



Ad Specifications

This information is being provided to help expedite the prepress handling and final production of your digitally supplied ad.

Please follow these specifications:

1. NO files created in the following applications -
 - Multi-Ad Creator (unless exported as an eps)
 - Microsoft Word or Word Perfect
 - Publisher
 - Powerpoint
 - Excel
2. NO low resolution images. All images must be:
 - continuous tone or grayscale (min 196 dpi -max 450 dpi)
 - bitmapped (min 300 dpi -max 1200 dpi)
3. NO True Type (unless embedded in a Press PDF).
4. NO styles applied to type in your application menu.
5. NO images “flipped” or “flopped” using buttons.
6. NO images in the following formats:
PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG,
TARGA, TIFF, PIXAR, WPX, Metafiles
7. NO Spot colors, Pantone, or RGB color modes.

File Formats:

Preferred Applications

- Adobe InDesign 2.x*
- QuarkXPress (4.x or 3.x)
- Adobe Illustrator*
- Adobe Photoshop

Accepted Applications

- Macromedia Freehand
- Adobe Acrobat Distiller*
- PDF (see PDF Specifications for PostScripting and Distilling. NO PDFWriter files.)

**If transparency is used, turn on “clip complex regions.”
DO NOT turn on “Simulate Overprints” option in Advanced settings.*

Fonts:

Type 1 PostScript fonts (supply screen & printer fonts)
DO NOT bold, italicize, shadow, outline or underline type in the styles toolbox or floating palette, use the actual font or create it in an illustration program and create outlines. 5 pt. type minimum and NO auto leading.

Color:

ALL colors must be in CMYK (NO RGB) mode, process separation on. DO NOT embed any color profiles.

Images:

Resolution - 225 dpi at 100%

- continuous tone or grayscale (min 196 dpi -max 450 dpi)
- bitmapped (min 300 dpi -max 1200 dpi)
- TIFF or EPS format (native AI & PS files accepted with InDesign),
- NO LZW or JPEG.
- DO NOT use the “flip” or “flop” buttons in Quark.

Additional Info:

We DO NOT accept supplied film.

The Value Pages uses a PostScript Level 3 workflow. However, due to the limitations of some RIPs and other prepress issues, please DO NOT send Mac OS X files or Open Type. Create a PressOptimized PDF or a flattened eps file.

Ad & Coupon Sizes

Description	Ad Area in Inches (width) x (height)	Coupon Area* (width) x (height)
Full Page	7.875" x 9.75"	7.875" x 2.0"
½ Page Horizontal	7.875" x 4.75"	7.875" x 2.0"
½ Page Vertical	3.813" x 9.75"	2.0" x 9.75"
¼ Page	3.813" x 4.75"	3.813" x 2.0"

*See Page 4 for details on Coupon Area

Important:

Advertising deadline for March 2004 issue is February 15, 2004. Ads are sold on a first come first service basis. All proofs must be approved by February 15, 2004. Printing starts February 16, 2004 and mail pieces shipped to main SCF the next week for delivery on the first week of March 2004. All digital files are to be sent to adcopy@thevaluepages.com



Introduction

The constant improvement and increased availability of computer technology and our rapid growth into new areas has resulted in a significant increase in the number of digital files (ads supplied on disk, or digitally transmitted) that we are receiving. The following information is being provided in an effort to expedite the prepress handling and final production of these digitally supplied ads. Some of this information can be found on our Ad Specifications page, however, further clarification and explanation might be beneficial.

The Computer-To-Plate Workflow

The digital workflow that we use is “Computer-To-Plate” (CTP). We do not accept film. All of the files that we supply to our printers for final production are press optimized .pdf. This allows us more control of the final output. Although we provide our printers .pdf files, we DO NOT want the files supplied to us in .pdf format unless the file is created using a PostScript file or exported from a software program capable of producing a high resolution pdf (2400 dpi). We are using several different printers and the output devices that they use are different. Because of the variety of output devices, the files we provide must be in the correct format for each specific printer.

PostScript Preferred Please

If you are unable to produce a PostScript file we need the native application files, fonts, graphics and images from you so that we can do the final postscripting and distilling.

Font Conflicts

The most common problems we have involve type. The typefaces you use must be compatible with our prepress systems. Mismatched fonts can cause text reflow, text substitution, or text errors in the final output through the RIP (Raster Image Processor).

Accepted Typefaces and Alternatives

A few facts about typefaces will help you in your file preparation. First — most fonts are not cross-platform. (OpenType is the first effort to produce cross platform fonts. These fonts are not 100% reliable in the average prepress workflow.) PC fonts will not work on a MAC and vice-versa. Fonts can be converted for cross-platform use, but this takes extra time and is not always reliable. Second — fonts on PC or MAC can be either True Type or PostScript®. All commercial printing is based on PostScript®. Although True Type fonts can be converted to PostScript®, this also takes extra time and some errors can occur in the conversion process. The most reliable method to prepare your files is to use only PostScript® fonts. When you supply your document to us, be sure to include all the printer and screen fonts used in creating the document (and graphics if the type has not been converted to paths). We will use your fonts to complete the production of your job only. This is in compliance with the law.

Accepted Usages of Font Styles

Using and supplying PostScript® fonts is important, but equally if not more important is how you use the fonts. Applying styles — Bold or Italic for example — to type is not reliable or recommended. If a printer font is available for the styled type, the type will print but spacing, tracking, and scaling may cause text to reflow. Applying bold to a bold font will cause the same problems. Using any other styles — Outline or Shadow — will not print on a high end output system. There are no printer fonts for these applied styles and the type will either default to solid black or not print at all and cause the RIP to error. Outline type and solid type with a drop shadow must be created in an Illustration or image program and some page layout software. Remember, many files will print on Laser Printers because they emulate PostScript®. This does not mean that the files are suitable for output to high-end PostScript® RIPs.

Accepted Usages of Digital Photography

The affordable availability of digital cameras is also an area of concern. Most digital cameras (point-and-shoot) produce an image that is acceptable for viewing by the general consumer market. However, the size (pixels and resolution), quality (sharpness and clarity), and image mode (RGB, jpg) of these images must also meet the requirements for high resolution output for printing. Capturing images from a web site is not recommended. The image size, resolution, and quality is fine when viewed on screen, but these images are not usable for high end reproduction and we can not be responsible for the printed quality. The only acceptable method of getting images from a web site is if the web site has a separate area for downloading high resolution images. When you provide continuous tone images, remember that they must be in CMYK only. Also images must have enough resolution to maintain detail. We use 225 dpi at 100% and reduce no more than 50% and enlarge no more than 115%.

Collecting For Output

Avoid placing images in an Illustration program. Images should be parsed or rasterized. Nested (Placed) images can and many times do cause problems. If the placed image is not included with the graphic, the image will print at a low resolution, or not print at all. If you collect for output using Quark, nested images will not be collected. The most reliable method to collect for output is to use a Pre-Flight program. This will collect all fonts and graphics as well as finding any problems (RGB colors, low resolution images, missing fonts etc.) with your files before you send them.

Transmitting Files Digitally

We request that all digital files are to be sent to adcopy@thevaluepages.com



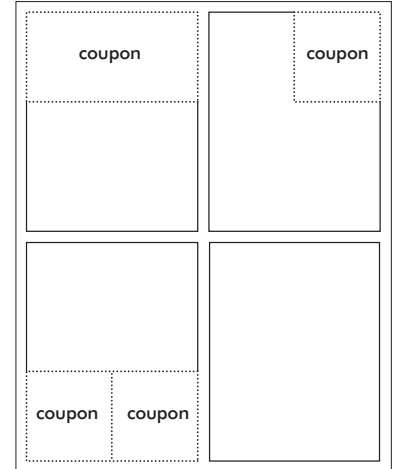
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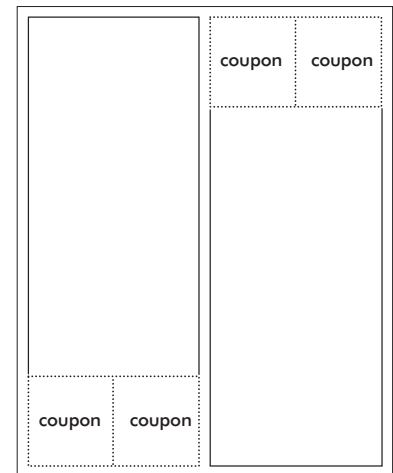
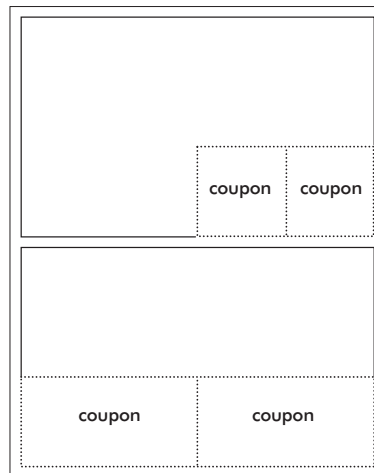
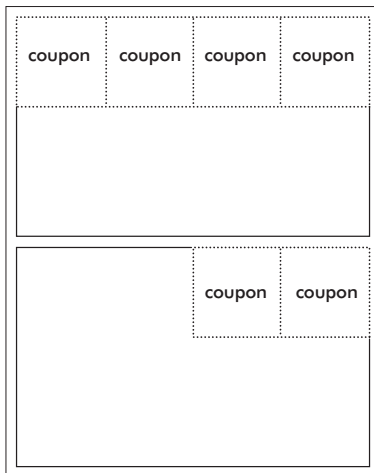
Cost per Ad Frequency

Four Color Ad sizes	1x	2x	3x	4x	5x	6x
Full Page	\$2500	\$2400	\$2300	\$2200	\$2100	\$2000
½ Page	\$1750	\$1675	\$1600	\$1525	\$1450	\$1375
¼ Page	\$1000	\$950	\$900	\$850	\$800	\$750

Quarter Page Coupon Placement



Half Page Coupon Placement



Full Page Coupon Placement

