

# Springfield

## SCENE MAGAZINE

WWW.SS-MAG.COM

HOMESCENE • PROFILES • BUSINESS SCENES • CHEFSCENE  
SPECIALFEATURES • RESOURCESCENE • SOCIAL EVENTS



## MEDIA KIT



1315 W. Lawrence Ave.  
Springfield, IL. 62704

For Information: [production@ss-mag.com](mailto:production@ss-mag.com)  
ph. 217-753-2000 fx. 217-679-1343

# TARGET READERSHIP

**S**pringfield Scene Magazine is unique to central Illinois. It features news about events and the community, showcases the arts and the businesses and people who are the center of Springfield's commercial and social pursuits. It boasts beautiful full-color printing, fantastic photographs taken by local award-winning photographers and engaging profiles of people who make a difference – but from an advertising standpoint, SSM's most alluring feature is its saturation of a highly desirable demographic.

By targeting selected distribution areas, we reach readers with the highest levels of discretionary spending. SSM is mailed to their luxurious homes in the area's most affluent neighborhoods. They read our magazine in fine restaurants, hospitals, doctors offices, spas, etc. They seek out premium products and services – ranging from designer landscaping to college education – for themselves and their family. Our magazine celebrates the upscale standard of living that Springfield residents have come to enjoy.

Prosperous homeowners with significant financial freedom, active spending habits and ties to the community are reading our glossy, colorful magazine featuring the people, places and lifestyle they cherish. It's an excellent way to market your business!

Magazines are proven to be a good vehicle for advertising. Consumers find magazine ads less invasive and more involving than ads on television, radio or the Internet. Why annoy potential customers with loud commercials or intrusive Internet pop-ups when you can engage them with an ad that catches the eye and creates an impression that isn't frustration?

(Source: Roper Public Affairs, Dynamic Logic)

Your advertising budget is finite, so you have some careful decisions to make about where to place your investment. Consider the following:

Radio ads last about thirty seconds provided the consumer doesn't have satellite radio, which comes equipped in most new cars.

TV commercials take up to one minute of the prospective consumers attention and more and more consumers are now using DVRs and TIVO.

Newspapers are thrown away daily. Nationwide readership is on the decline.

But glossy, colorful magazines get saved, are read again and again by multiple people per household and are often placed on coffee tables and in office lobbies as a visual display as well as light reading. When an article catches the interest of the reader, he or she may keep the magazine for years – and with editorial content tailored to the Springfield area, featuring notable people, places and events, residents are sure to have their interest caught by our magazine.

# CIRCULATION

5,100 copies of Springfield Scene Magazines are published with each issue.

4,800 copies are mailed to our target demographic of households in the \$70,000 to \$500,000 annual household income, including our subscribers.

500 copies are distributed through our retail outlets, which include Barnes and Noble Booksellers and Memorial Hospital Gift Shop.

Free copies are distributed at St. John's Hospital and The Greater Springfield Chamber of Commerce.

# FEATURES

**CHEFSCENE** - Read about brilliant Chefs from Springfield's finest restaurants. Make your favorite dish at home with signature chef recipes.

**HOMESCENE** - Take a tour of Springfield's most luxurious homes as we guide you through with eye catching photographs and inside stories from home owners on unique finds and decorating style.

**PROFILES** - Each issue features four profiles that capture the nature of Springfield's most dedicated professionals. Each person profiled has played a part in enriching the city. See how their careers started and what led them to the place they are now with these inspirational stories.

**BUSINESS SCENES** - Each issue features two local business leaders. Get an inside peek at the people behind these successful businesses and organizations.

**EVENTS** - See who is making an appearance at the social events in our community as our talented photographers capture the events around town from downtown festivals to private parties.

**SPECIAL FEATURES** - From weddings to holidays to traveling, our special features include a section dedicated to seasonal occasions to keep readers up-to-date on latest trends and great places to find them.

*Springfield*  
SCENE MAGAZINE

IS NOW ONLINE AT  
[WWW.SS-MAG.COM](http://WWW.SS-MAG.COM)



# ADVERTISING SPECIFICATIONS

\*ALL ADVERTISING MUST BE SUPPLIED AS ELECTRONIC FILES.

We do not accept film. PC or Mac Format accepted in the form of 300 dpi JPG, 300 dpi Tiff, or PDF (exported in "press" format). Ads submitted with images downloaded off the Web are unacceptable. No images should be less than 300 dpi. Adobe PDF's should be properly distilled Adobe PDF files supplied with a color accurate proof, such as an Epson 5000. We will use our best efforts to ensure the final reproduction of a submitted PDF file matches the supplied proof. However, we cannot assume liability for omissions, misprints or font defaults.

ALL SPREAD ADVERTISING MUST BE SUPPLIED AS TWO SEPARATE SINGLE PAGE DOCUMENTS.

MEDIA ARE NON-RETURNABLE.

If it is absolutely necessary for you to have your files returned, please supply us with your Fed Ex account number.

ALL AD MATERIAL SENT TO:

To upload to our ftp site, request address from:  
**production@springfieldscenemagazine.com**

PRODUCTION CHARGES:

All of the following rates are billed in 15-minute increments.

DESIGN + LAYOUT: \$50.00 hour. Our electronic composition fee applies to all ads that require layout or graphic manipulation. If you would like us to compose your ad, you must submit all required materials by the electronic file deadline. RETOUCHING: Photoshop \$50.00 hour. Cloning, image manipulation, clipping paths, drop shadows. COLOR CORRECTION: Photoshop \$50.00 hour. General or localized color correction.

OTHER CHARGES:

B/W SCANS: 8" X 10" \$35.00 each. From transparency, print or line art.

COLOR SCANS: 4" X 5" \$45.00 each; 5" x 7" \$65.00 each; 8" x 10" \$90.00 each. From transparency, print or line art. Includes one color proof, shipped for your approval. Retouching, color correction and additional proofs billed separately. COLOR PROOFING PDF: N/C each; PRINT \$25.00 each. A low-resolution electronic proof in the PDF format can be e-mailed at no charge. Note that the color of a PDF viewed on screen is affected by the quality of your computer monitor. Hard copy proofs include shipping.

SHIPPING:

Media are not returnable. We encourage you to provide your ad on CD. We find the cost of handling and shipping disks to be greater than the value of the media itself. However, we will return disks by overnight delivery for a \$25.00 fee. To avoid this charge, you may supply us with your FedEx account number.

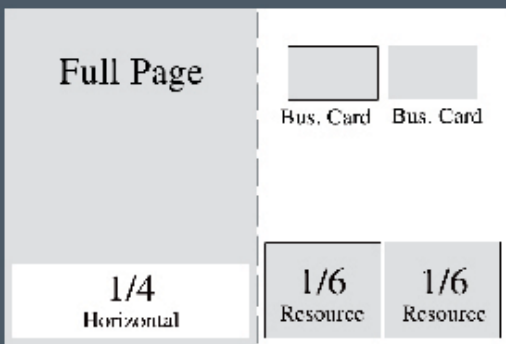
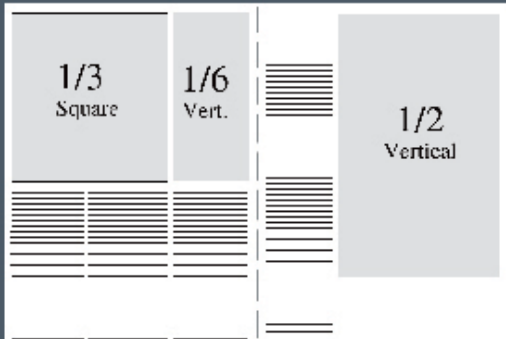
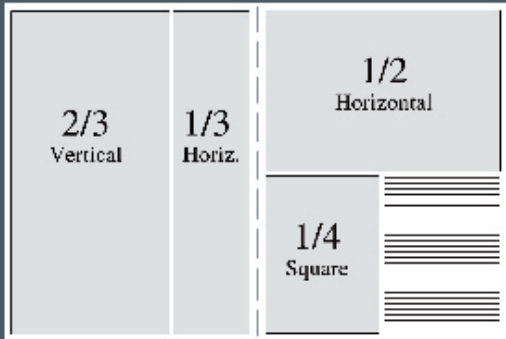
## WE CAN DESIGN YOUR AD

The same art department that produces Springfield Scene Magazine can layout your ad. Our talented graphic designers will meet with you over the phone or in person to design an effective and eye-catching advertisement for your business. We offer a competitive, hourly rate. Charges for color scans, color proofs, duplications and enlargements, and special shipping requests are invoiced separately. See rates below.

To request our help in designing your ad, contact us at **production@springfieldscenemagazine.com**

Issue	Space Close	Material Deadline	On Sale/Shelf*
January/February 13	December 7	December 14	January 4
March/April 13	February 1	February 8	March 1
May/June 13	April 5	April 12	May 3
July/Aug 13	May 31	June 7	July 5
September/October 13	August 2	August 9	August 30
November/December 13	October 4	October 11	November 1

\*On Shelf Date is estimated date



Current Rates	1x Rate	3x Rate	6x Rate
Double Truck (2 Full Pages)	3380	3175	3000
Back Cover Page	2890	2540	2200
Inside Front Cover Page	2600	2280	1960
Inside Back Cover Page	1735	1620	1500
Page #1	1690	1480	1320
Page #3	1600	1420	1250
Page #5	1575	1330	1200
<b>Full Page Bleeds</b>	<b>1540</b>	<b>1350</b>	<b>1160</b>
Bleed Size 9.75w X 12.5h			
Trim Size: 9.25w X 12h			
Live Area: 8.25w X 11h			
<b>2/3 Page Vertical</b>	<b>1200</b>	<b>975</b>	<b>800</b>
5.4444w X 11h			
<b>1/2 Page</b>	<b>840</b>	<b>740</b>	<b>640</b>
8.25w X 5.375h (Horizontal)			
5.375w X 8.25 h (Vertical)			
<b>1/3 Page</b>	<b>580</b>	<b>500</b>	<b>400</b>
5.4444w X 5.4167h (Square)			
2.6389w X 11h (Vertical)			
<b>1/4 Page</b>	<b>460</b>	<b>400</b>	<b>330</b>
4.0417w X 5.4167h (Square)	<b>475</b>	<b>415</b>	<b>345</b>
2.6389h X 8.25w (Horizontal)			
<b>1/6 Page</b>	<b>360</b>	<b>290</b>	<b>210</b>
2.5833w X 5.4167h (Vertical)			
4.0417w X 3.5556h (Resource)			
<b>Business Card</b>	<b>N/A</b>	<b>N/A</b>	<b>125</b>
3.5w X 2h (Resource)			

Call your Salesperson or 217-753-2000 to take advantage of these great deals!

PLACEMENT REQUESTS CARRY A 10% PREMIUM. AD DESIGN SERVICES PROVIDED AT ADDITIONAL COSTS.

SPRINGFIELD SCENE MAGAZINE, 1315 W. Lawrence Ave., Springfield, IL 62704

PRODUCTION@SS-MAG.COM

# Springfield Scene Magazine

## ADVERTISEMENT AGREEMENT AND INSERTION ORDER

Office of Springfield Scene Magazine . 1315 W Lawrence Ave . Springfield, IL. 62704  
 Tel 217-753-2000 . Fax 217-679-1343. E-mail production@ss-mag.com

Company/Advertiser \_\_\_\_\_  
 Representative \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

We (advertiser) agree to purchase advertising in Springfield Scene Magazine, published by Republic Publishing, Ltd., On the following terms and conditions:

ISSUE \_\_\_\_\_ Advertisements \_\_\_\_\_ Totals \_\_\_\_\_

Yr.	Size	Notes-Special Instructions	Rates	Totals
Jan-Feb 20__				
Mar-Apr 20__				
May-Jun 20__				
Jul-Aug 20__				
Sep-Oct 20__				
Nov-Dec 20__				
Ad design Fees for 1st ad - Subsequent Ad changes are billed at \$50/hr (billed in 15 min increments)		Check if advertiser will submit Ad (No Design Fee)		
1/6th, 1/4th & 1/3rd page ads..... \$50 minimum		Ad Design Fee		
Half Page & 2/3 page..... \$75. “		Total Contract		
Full Page ..... \$100. “				

**BECAUSE OF THE HIGH DEMAND OF REQUESTS FOR CERTAIN PLACEMENT LOCATIONS IN THE MAGAZINE, WE CAN NO LONGER GUARANTEE PLACEMENT LOCATIONS AT THIS TIME.**

### AGREEMENT

**Submission of Materials.** Advertiser agrees to supply to publisher all elements of the advertising to be published, including properly matted files and proofs by the “Copy” deadline indicated on the Springfield Scene Magazine (SSM) advertisement specifications sheet, incorporated herein by reference. Advertiser understands and agrees that any graphic design services necessary to create, prepare or modify the advertisement to conform to all the size or production specifications listed will be added as additional charges to the advertiser.

**Cancellations** No cancellations are allowed after the “Space Reservation” deadline indicated on the SSM Rate Sheets.

**Publisher’s Discretion.** Publisher reserves the right to place the word ADVERTISEMENT on any material publisher believes to resemble or to be confusingly similar to the publication’s editorial or article format. Advertisers are permitted to advertise in the magazine at the publisher’s discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time.

**Placement.** Advertisements appear within SSM at the publisher’s discretion, through requests are considered on a first come, first served basis.

**ERRORS.** Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are in the fault of the publisher will be subject to a reduction or reimbursements of the amounts paid by the advertiser, but in no case will any claim arising from any error exceed the amount paid for the advertisement by the advertiser. Publisher shall not be liable for any consequential damages of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published correctly

**Indemnity.** Advertiser’s materials are accepted and published upon the representations that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made herein do not infringe or damage any third party. Advertiser agrees to indemnify and hold harmless the publishers from any and all claims and resulting damages, loss, and expense (including attorneys fees) arising out of the publication of the advertiser’s material. These claims include, but are not limited to, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

**Frequency Discount.** Frequency discounts are based on the number of advertisements placed in the magazine with a publication year. Advertiser agrees that if the number of advertisements drop below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (as specified on the SSM rate sheets) and will bill the advertiser for the difference between the amount paid and the full rate for the number of advertisements previously run.

**Payment Terms.** The balance is due in full upon publication of each issue. **IN THE EVENT OF PAST DUE PAYMENT CUSTOMER AGREES TO PAY ALL COST OF COLLECTION INCLUDING BUT NOT LIMITED TO REASONABLE ATTORNEYS FEE INCURRED OR PAID BY SPRINGFIELD SCENE MAGAZINE.**

**Scope of Agreement.** These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

\_\_\_\_\_  
Advertiser Date

\_\_\_\_\_  
Sales Representative Date

\_\_\_\_\_  
Accepted Publisher SSM Date

# Ad Design Services Agreement

Company/Advertiser \_\_\_\_\_  
Representative \_\_\_\_\_

1. The advertiser (Client) hereby agrees to purchase the ad design services indicated on the Insertion Order Agreement and authorized by the signature at the bottom of the order form (reverse side). Client's purchased advertisement hereunder will be printed in the Springfield Scene Magazine as published by Republic Publishing, Ltd. (here in referred to as RPL).

2. Payment. The ad design fee set forth on the Insertion Order Agreement shall be due on the date the ad is first published in the Springfield Scene Magazine, or if extended use is purchased the fee is due immediately upon approval.

3. Ownership, Intellectual Property Rights. The Client represents to RPL and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to RPL for inclusion in the Advertisement are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, indemnify, protect, and defend RPL and its officers, directors, employees, consultants and agents (collectively "Agents") from any claim or suit arising from the use of such elements. RPL shall retain the copyrights and all other rights associated with the finished assembled work of advertisements produced by RPL for the Client, except for those elements of an advertisement as to which Client demonstrates a prior ownership right (e.g., a trade name). RPL is entitled to reproduce and display Client's Advertisement as a representative example of its work in marketing materials and on RPL website, including use of the Client's name, domain name, and the graphics and data supplied by the Client, unless Client has specified same as proprietary information.

4. License. RPL hereby grants to Client a non-transferable, non-exclusive, worldwide right and license to use and display any advertisement created for Client by RPL according to the terms and conditions that follow, provided Client does not copy, modify, create a derivative work or reverse engineer the advertisement or sell, assign, sublicense or transfer any right related to the same, including content thereon and intellectual property rights associated therewith.

## Terms and Conditions:

For the exclusive use of Springfield Scene Magazine (Covered by Ad Design Fee on Insertion Order)

For the use in any magazine or publication for 12 Months (Double the Ad Design Fee)\*

For the use in any magazine or publication for an indefinite time frame (Triple the Ad Design Fee)\*

Any changes or amendments to the advertisement for use in future publications must be done by RPL at our prevailing rates which currently are at \$50 an hour billed in 15 minute increments plus the cost of any purchased design elements.

\*subject to the terms above under this section.

5. Disclaimer & Limitation of Liability. In no event will RPL or its Agents be liable: (a) to any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the publishing or inability to publish the Advertisement, even if RPL has been advised of the possibility of such damages; or (b) to Client for any indirect, incidental, consequential, special or punitive damages arising from or related to this Agreement, including loss or damage to Client's information, materials or business. In the event RPL is determined to be liable to Client for damages, RPL's liability to Client shall be limited to the amounts paid by Client to RPL hereunder.

6 No Representations or Warranties. RPL's services are offered on an "as is" basis, without any representations or warranties of any kind, either express or implied.

7. Indemnification. Client agrees to protect, defend, indemnify and hold RPL and its Agents harmless against and from any costs, claims, judgments, damages, expenses (including reasonable attorneys' fees) or any other liabilities incurred by RPL as a result of: (a) Client's breach of this Agreement; (b) Client's violation of any law or regulation; (c) the actions of Client or Client's Agents; or (d) the imposition of taxes or tariffs by a governmental authority on the transaction evidenced by this Agreement or electronic commerce carried on over the Internet involving, in any way, the Advertisement.

Date: \_\_\_\_\_ Client's Acknowledgment: \_\_\_\_\_