

Book Mailers

| 8.625"w x 10.5"h SaveOn Magazine (INSERT BOOKS) | | | |
|--|----------------------|----------------------|-----------------------|
| Ad Code(s) | Ad Type | Finished Size | Size w/ Bleeds |
| 30 | Front Cover | 7.0"w x 10.5"h | 7.25"w x 10.75"h |
| 31 | 2PG Spread | 17.25"w x 10.5"h | 17.5"w x 10.75"h |
| 32 | Qtr. Page (a) | 3.9375"w x 4.8125"h | N/A |
| 33 | Full Page | 8.625"w x 10.5"h | 8.875"w x 10.75"h |
| 34 | Half Page Horz. | 8.125"w x 4.8125"h | N/A |
| 36 | Back Cover | 7.0"w x 10.5"h | 7.25"w x 10.75"h |

*Add 1/8" to all sides for bleed area, unless noted otherwise. Keep all text 1/4" in from trim (finished) size
(a) - Quarter page ads are limited to only 4 coupon offers, set to the right side of the ad space

Updated: 2/12/25



Technical Requirements & Cover Design Guidelines

All ads are subject to redesign to fit SaveOn's® standards and need to be approved by SaveOn® before publication. All SaveOn® Front Covers are designed by SaveOn®. We reserve the right to alter and/or redesign any submitted artwork to our Corporate design standards and specifications. Submitted art will be used for creative guidance and may not necessarily be used as submitted.

Technical Requirements (must be met)

1. All color must be CMYK Process Color. Please do not use RGB or Spot Colors. CMYK can not reproduce the very vibrant colors RGB can and may have a color shift when converting to CMYK.
2. Total Area Coverage (TAC/ink density) must be 280% or less.
3. All images must be hi-resolution, print quality. Print resolution is 300 dpi.
4. All text, including disclaimers, must be at least 6pt (this is the standard the BBB supports).
5. When possible, please use black (K plate only) only instead of rich black. If rich black is used the recommended values are C=60, M=30, Y=30, K=100.

It may be necessary to make technical corrections which may include, but are not limited to, converting Spot or RGB Color to CMYK Process Color, adjusting ink density, partially or fully flattening (rasterizing) art, outlining fonts, and adding a missing bleed (if possible).

Acceptable File Formats

Preferred: • PDF (PDF/X-4 type)
• InDesign Package • PSD (Photoshop)

Acceptable: • AI (Illustrator) • TIFF • EPS

All other file formats must be approved by the Art Department prior to delivery, or they may be rejected.

Avoid Using

- JPG/JPEG: While this is a very popular format, due mostly to its ability to create small files, it has features which render it a poor choice for submitting finished art. If you are using a raster editor, such as Photoshop, a PSD, TIFF or PDF would be a better choice.
- PNG : This is not a print format. It was developed specifically for web use, and does not support the CMYK color space. A PSD, TIFF or PDF should be used instead.
- PUB, CDR, QXD, DOC, DOCX, PAGES, ETC: We cannot accept finished artwork in these formats.

SaveOn Cover Design Dos

1. Less is more!

Keep ad as open as possible with a mostly white background or with a clear, uncluttered pattern/photo that bleeds off of the page.

2. Backgrounds

Solid colored plain backgrounds are discouraged and may only be used with prior SaveOn® approval. If no background image is used the background should be white.

If using a photo, it is best to use one that is uncluttered/ not busy. When possible use a "Lifestyle" type photo. (examples: photo of people enjoying the beach for a tanning salon ad; photo of person enjoying a slice of pizza or a burger for a restaurant ad.) Keeping it simple, relevant and clean will make it more enticing to the consumer!

3. Headlines/Sub-Heads

Use one headline with optional sub-head. Keep text to a minimum. Avoid having headline and sub-head stretch across top of ad, they can be aligned to the left side of the ad (flush or center stacked). A nicely stacked headline with a complementary photo can be more interesting and eye catching!

No more than 2 small call-outs and avoid bursts.

4. Customer Logo

Keep customer logos away from the top right where the SaveOn® logo already exists.

5. Address/Contact Info/Etc.

Avoid placing contact information in its own "bar" or "box" if possible.

6. Offers

Use up to 4 coupons/offers. Try to use a shared/general disclaimer, if possible.

SaveOn Cover Design Do Nots

1. Please do not use a lot of text, keep ad open and light - please see #1 of Design Dos.
2. Please do not use multiple photos/insets/collages/products - please see #2 of Design Dos.
3. Please do not use dark backgrounds when possible. Please do not use busy/distracting photos/backgrounds - please see #2 of Design Dos.

SaveOn® Cover Examples

WELCOME TO

ORDER ONLINE at Culver's.com or scan the code

Delicious

Culver's

SaveOn

Live Life for Less

COUPONS FROM LOCAL MERCHANTS

Bloomington, Chaska, Chamnassen, Eden Prairie, Prior Lake, Savage, Shakopee, Victoria, Waconia

ZONE 01 • AUGUST 2025

Reproductions of these coupons are not accepted. Expires 6/30/24

\$1 OFF
ANY Medium Concrete Mixer

Shore Culver's® Concrete Mixer® made with Shockey's® Concrete

\$1 OFF
ANY Regular Value Basket

Shore Culver's® Crisp Chicken Sandwich

\$1 OFF
ANY Regular Value Basket

Shore Culver's® Double Bacon Deluxe Original White Basket

4058 12th Ave E, Shakopee, MN 55379 • (952) 233-4141
180 Pioneer Trail, Chaska, MN 55318 • (952) 361-0555
4725 Hwy 13 W, Savage, MN 55378 • (952) 736-5970

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FREE Mini Single Topping Sundae

Cleaners

At your service.

Our team hand inspects each item, applies advanced spot treatments, and even replaces buttons and tightens threads for free. Don't compromise on clean at Tide Cleaners.

SaveOn

Live Life for Less

COUPONS FROM LOCAL MERCHANTS

Crystal • Golden Valley • Hamel • Long Lake
Maple Plain • Minnetonka • New Hope
Plymouth • Wajzata

ZONE J • MARCH 2024

America's #1 Brand in Dry Cleaning

\$10 off Comforters & Duvets

15% off your next order

Maple Grove: 11680 Elm Creek Blvd N., M-F 8-7p, Sat 9-4p, Sun 11-4p

Plymouth: 4105 Vinewood Ln N., (Next to Target off 494 & Rockford Rd.) M-F 7-7p, Sat 9-4p, Sun 11-4p

Sign Up for Home Delivery

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FREE Mini Single Topping Sundae

WE SERVICE ALL MAKES & MODELS

SaveOn

Live Life for Less

COUPONS FROM LOCAL MERCHANTS

Cottage Grove • Maplewood
Woodbury

ZONE E • MARCH 2024

SAVE \$10 when you spend \$50-\$100

SAVE \$20 when you spend \$101-\$200

SAVE \$30 when you spend \$201-\$300

SAVE \$40 when you spend \$301+

AT YOUR REQUEST WE CAN PERFORM WARRANTY REPAIRS ON ALL GM MODELS

30 DAY PRICE MATCH GUARANTEE ON TIRES!

651.739.4400 meritchev.com

Hours: Mon-Thurs 7:00am-8:00pm, Fri 7:00am-8:30pm, Closed Saturday & Sunday

Interstate 94 & Century Ave. • 2695 Brookview Drive East • MAPLEWOOD

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FREE Mini Single Topping Sundae

RELAX & BOOST YOUR WELLNESS ROUTINE WITH INFRARED THERAPY

SaveOn

Live Life for Less

COUPONS FROM LOCAL MERCHANTS

Apple Valley • Farmington
Lakeville

ZONE B • FEBRUARY 2025

\$5 TAN

Infrared Therapy Available at: Burnsville, Coon Rapids, Cottage Grove, Eagan 2, Eden Prairie, Lakeville 2, Savage 2, Shakopee, and West St. Paul

Reported Infrared Therapy Benefits:

- Boost Metabolism
- Aid Weight Loss
- Support Detoxification
- Repair Muscles Faster
- Rejuvenate Skin
- Productive Stress-Relief & Relaxation
- Improve Sleep Quality
- Strengthen Immunity

NEW CUSTOMER SPECIAL

7 Sessions **\$59.99**

10 Sessions **\$104.99**

\$5 TAN Coupon Required. Expires 2/28/25. 1 per customer. Sessions expire 1 year from date of purchase. While supplies last. Restrictions apply. Not to be combined with any other offers, discounts or coupons.

15 Metro Locations • 5dollartan.com

Apple Valley: 14050 PILOT KNOB RD. 952.423.3130

Burnsville: 14252 PLYMOUTH AVE. 952.898.5200

Lakeville 1: 17647 GLASSGOW AVE. 952.953.9611

Lakeville 2: 17787 KENWOOD TRAIL 952.898.2101

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FREE Mini Single Topping Sundae