



WE ARE IN BUSINESS
FOR SMALL BUSINESS!

MEDIA KIT

SAM'S CLUB® Source™

Be part of SAM'S CLUB Source™!

SAM'S CLUB Source™ gives you a wealth of opportunity to connect with your target customers. Whether you wish to reach high-volume consumers, small business owners or a more targeted niche of independent entrepreneurs, SAM'S CLUB Source™ can help you grow your business.

3 Reasons to Advertise:

1. All the power of the SAM'S CLUB brand
2. Distribution of more than 6 million to SAM'S CLUB Members nationwide
3. Available for Members to read at samsclub.com as an added value!

2 Magazines to Choose from:

1. SAM'S CLUB Source™ for Home and Business
2. SAM'S CLUB Source™ Resource Guides for:
 - Foodservice, Caterers and Hospitality Professionals
 - Child Care Professionals and Schools
 - Convenience Store, Vending and Retail Professionals



SAM'S CLUB® SOURCE™ READERSHIP PROFILE 2006



Our Mission

No matter who you are—a busy professional or a busy consumer—or where you are—at work or at home—SAM'S CLUB Source™ is for you.

SAM'S CLUB Source™ offers small business owners and consumers alike straightforward information, resources and inspiration to run their businesses more smoothly and their homes more productively every day.

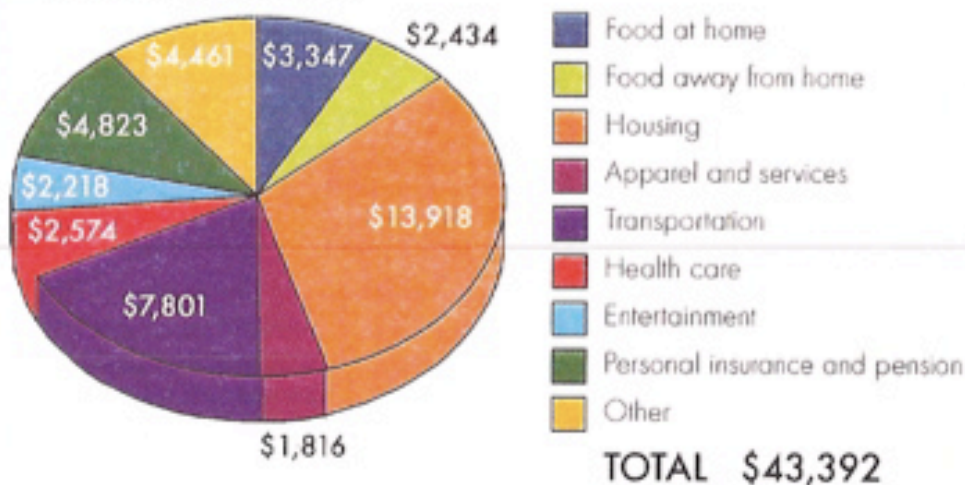
"We really appreciate everything we get from SAM'S CLUB, especially the wonderful customer service."

Member Racquel Washington
Dallas

"I've always been a huge fan of SAM'S CLUB. The prices and service level cannot be beat."

Member Matt Eldred
Boulder, Colo.

Consumer Spending Habits*
Average Annual Expenditure



*Source: U.S. Department of Labor, Consumer Expenditure Survey, 2004

Our Readers

SAM'S CLUB Business Members are:

- College-educated
- Employed
- Home owners
- Married
- Parents
- Tech-savvy
- Involved in the arts
- Pet owners
- Travelers
- Respondents to Direct Mail

"SAM'S CLUB treats us right, and that's the way we run our business."

Business Member Lenny Camilleri
Conroe, Texas

SAM'S CLUB Source™ Gets Results*

- 72% of Members purchase products as a result of seeing them in the magazine
- 53% of Business Members say the magazine helps them run their business
- 73% of Members feel the magazine helps them make the best purchasing decisions
- 58% of Members state that the magazine makes their shopping more enjoyable
- 83% of Members trust the magazine to tell them about products and services that are important to them
- 97% of Members consider products purchased at SAM'S CLUB to be quality name brands at a great price
- 85% of Members consider the magazine a quality benefit of SAM'S CLUB Membership

*Source: 2001 SAM'S CLUB Source® Readership Study, based on a distribution of 4 million

Participate Today!

2006 Ad Rates and Deadlines

Please have printready artwork to SAM'S CLUB by the following dates in order to assure your ad space. Contact SAM'S CLUB for issue themes and special sections.

SAM'S CLUB Source™ for Home and Business

Size	Rate	Ad Size
Two-Page Spread Ad	\$150,000	15.25"x9.625"
Full Page Ad	\$85,000	7.25"x9.625"
2/3 Page Ad	\$56,600	4.75"x9.625"
1/2 Page Island Ad	\$42,500	3.5"x9.625"
1/2 Page Horizontal Ad	\$42,500	7.25"x4.75"
1/3 Page Ad	\$28,300	2.25"x9.625"
1/4 Page Ad	\$21,250	3.5"x4.75"
Single Item Product Feature	\$5,000	N/A
NEW! Insert Card Ad*	\$50,000	4.75"x3.5"

*Only two Insert Card Ads available per issue, available with bleed

Issue	Deadline	In Club	Copies
February/March	12-1-2005	2-8-2006	6 million
June/July	4-1-2006	6-5-2006	6 million
August/September	5-15-2006	8-7-2006	6 million
December/January	9-1-2006	12-4-2006	6 million

"There's always something that we need from SAM'S CLUB."

Member Matt Eldred
Boulder, Colo.

SAM'S CLUB Source™ Resource Guides

Issue	Industry Guide	Deadline	In Club	Copies	Rate
April/May	Foodservice, Caterers & Hospitality Professionals	2-1-2006	4-2-2006	800,000	\$40,000 per page
August/September	Child Care Professionals & Schools	5-15-2006	8-7-2006	800,000	\$40,000 per page
December/January	Convenience Store, Vending & Retail Professionals	9-1-2006	12-4-2006	800,000	\$40,000 per page

Ad Specifications

- Size Specs: 143w X 217h pixels
- File Size: No larger than 13k JPG or GIF format/RGB
- Legible company logo and company motto
- URL of company Web site sent/attached with image
- Please review SAM'S CLUB brand standards when designing your ad

Page Dimensions

Trim size is 8"x10.25". Each page has three columns. Column width is 2.25". Vital advertising must be kept at least 3/8" from any trim edge or gutter. Bleed extends 1/8" beyond page size and is available on Two-Page Spread, Full Page and the new Insert Card ad.

Ad Design

We can help design your ad for an additional fee.

Digital Requirements

SAM'S CLUB® Source™ is Macintosh based. Please furnish digital files by CD-ROM or e-mail. We use InDesign CS, Illustrator CS or Photoshop CS. Pixel-based four-color images need to be at least 300 dpi and saved as an EPS file format DCS off. Vector-based four-color needs the layered files and the converted EPS version. Please provide all linked graphics and fonts along with a color proof. Please provide a contact name and telephone number with all ads.

General Conditions

Advertiser assumes liability for content of all advertising authorized for publication and for any claims that may arise therefrom. Liability of SAM'S CLUB with respect to any advertising shall be limited to the consideration paid for such advertising. SAM'S CLUB assumes no responsibility for ads not published.*

Cancellation Policy

Any ad can be canceled by the advertiser or publisher on 30 days written notice (prior to proposed publication date).

Billing Policy

Payment will be deducted from vendor's account within 30 days of publication. SAM'S CLUB reserves the right to deduct from payment any outstanding past-due amounts.

Special Advertising Needs

Please call for a quote for special advertising needs such as Inserts, Centerfold Posters and Multi-Page Advertising.

*SAM'S CLUB reserves the right to edit any ad at its sole discretion.

To Advertise

Contact Marta Magnoni for more information or to reserve advertising space for your company. Please request brand standards when reserving advertising space.

Marta Magnoni

Senior Marketing Manager, Personal Needs and Publications, and SAM'S CLUB Source™ Editor
P: 479-277-7043
marta.magnoni@samsclub.com

File Guidelines

Programs Accepted:

Programs accepted include: **InDesign** (up to CS), **Adobe Illustrator** (up to CS) and **Adobe Photoshop** (up to CS). PDFs are not accepted.

InDesign Files:

- Import Photoshop files into InDesign at 100%. Do not scale, flip, rotate or skew.
- Do not use true type fonts. They cause conflicts at printers.
- Remove all unused colors in the edit menu under the color editing box.
- Include all fonts used in file, including all screen and printer fonts.
- Save process or spot (PMS) colors correctly in edit menu in color editing box. If printing using process colors, make sure all colors have process separation checked. If printing using PMS colors, make sure process separation is not checked.
- Delete all blank/non-printing pages.
- Delete all elements on pasteboard.
- Collect all files for output to be sure you include ALL linked artwork and update links at the same time. (Use "Package" under File menu in InDesign.)
- Do not place PDFs in InDesign documents. Send collected files. (See instructions above.)

Photoshop Documents:

- Make EPS images only (make CMYK if color, NOT RGB, TIFF, PICT or others, unless for IBM format) because they print better and are not bitmapped. Also, no JPEG compression.
- Image size and resolution are correct. Save the image at 100% the size it will be when imported to InDesign. Save the image resolution PPI (pixels per inch) at twice that of the LPI (lines per inch) you're printing. Save at 300 dpi.
- Files saved as DCS OFF. Check desktop color separation off to create one file, not five. In second dialog box of the EPS, save boxes (only available when file is CMYK).
- NO JPEG artwork, please! It does not reproduce well.

Illustrator Documents

- Save all Illustrator images as EPS, 8-Bit.
- Remove all unused colors. Under object menu in custom color box.
- Remove all unused items.
- Don't use "Place Art" to import pictures into Illustrator and then import to InDesign. Import Photoshop art directly into InDesign like the Illustrator artwork.

Layered Files:

- Most important, send layered files.



**WE ARE IN BUSINESS
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Artwork:

Send working files to:

SAM'S CLUB Source™
Elizabeth Disney, Marketing Manager
608 Southwest 8th Street
Bentonville, AR 72716-0745
P: 479-277-8208
F: 479-277-7479
elizabeth.disney@samsclub.com