

2009 DIRECTORY / YEARBOOK

Publishing Date: August 2009

Deadline for Advertising Contracts: June 08, 2009
Deadline for Receipt of Materials: June 15, 2009

Mechanical Description: Offset Printing, Format 8 ½ x 11 Trimmed
Page Print Area 7 inches x 10 inches (without bleed)
Bleed Page Size 8 5/8 x 11 ¼ before trim
Black and White on Quality Stock, or 300 dpi grayscale TIF files, actual size
Halftone Screen: 133 Line
Negatives to be right reading, emulsion side down

RATES

	Width	&	Depth		B/W Rates	4 Color Rates	
Full Page	7"	X	10"	\$595.00	Inside Front Cover	\$695.00	\$975.00
Half Page	7"	X	4 ¾"	\$425.00	Inside Rear Cover	\$675.00	\$950.00
Quarter Page	3 3/8"	X	4 ¾"	\$325.00	Outside Rear Cover	\$745.00	\$995.00

15% COMMISSION GRANTED TO RECOGNIZED ADVERTISING AGENCIES

CIRCULATION: *To all members and associate members of KTCA plus Manufacturers and other Industry-Related Firms, Prospective KTCA Members and Others*

Ads can be reproduced from original artwork, positives, negatives, or quality-printed proofs, including other yearbook pages and magazine pages. Type to be reproduced should be clear and neat. The KTCA reserves the right to reject any advertisement or materials that do not portray quality in ethical presentation and appearance.

ADVERTISING AGREEMENT 2009 KTCA DIRECTORY/YEARBOOK

It is hereby agreed that:

Company _____

Address _____ City _____

State _____ Zip Code _____ Phone _____

Desires to Purchase Advertising Space

And We Further Agree to Pay the Sum of \$ _____ for the _____ Size Space.

_____ Check Enclosed Repeat Last Year's Ad New Ad Copy

_____ Bill Signed Purchaser

Signed _____

KTCA is exempt under IRS 501(c)6 - Federal ID # 23-7273119. A portion of your 2009 ad cost (15%) is non-deductible as a business expense as it relates to our legislative activities.