

Advertising in **Insights**

a publication of the



Contract Terms and Conditions

The Kentucky Association of School Councils accepts advertising that is consistent with the interests of our primary audience, as determined by the Kentucky Association of School Councils. The Association reserves the right to cancel or reject any advertising.

Space is limited and must be reserved via written insertion order by the first day of the month prior to the month of publication. Ad content must accompany the order. The publication *Insights* is mailed in December, March, and September to 3800 people.

Mailing date	Ad due date
December	November 1 st
March	February 1 st
September	August 1 st

KASC reserves the right to position the advertisement unless such a position is part of the contract, and to label content as "advertisement." Cancellations are not accepted past closing date for space. Failing to complete a committed schedule will result in billing adjustment to the actual earned rate.

Payment is required with contract for first insertion, regardless of the number of insertions reserved. Advertisers may prepay the entire cost for multiple insertions, or choose to be invoiced upon publication of each insertion. Advertisers agree to pay KASC within 30 days of receipt of invoice. KASC reserves the right to require prior payment for advertisements when deemed necessary and to refuse to publish ads for any advertiser who is delinquent.

The advertiser and agency assume responsibility for content and will indemnify and hold the publisher harmless from and against any loss, expense, or liability resulting from their advertising, without limitation.

Rates are subject to change.

Technical specifications

Please submit ad copy electronically to kasc@kasc.net.

All images and fonts must be provided by advertiser.

Images must be in TIFF or EPS format, be at least 300 pixels per inch resolution, and in CMYK mode. All ads are in four color.

Quality of reproduction is subject to quality of materials received.

KASC does not set copy or provide layout services.

Prices

Frequency discounts	1 Time	2 Times (5%)	3 Times (10%)
Full Page	\$800	\$760	\$720
2/3 page	\$600	\$570	\$540
1/2 page	\$500	\$475	\$450
1/3 page	\$400	\$380	\$360
1/4 page	\$350	\$332	\$315

Advertising must run within one year of the first insertion to qualify for a frequency discount.

Mechanical Measurements

Ad size	Width inches	Height inches
Full Page	7.5	10
2/3 Page Vertical	5.5	10.25
2/3 Page Horizontal	7.5	6
1/2 Page Vertical	3.5	10
1/2 Page Horizontal	7.5	5
1/3 Page Square	5	5
1/3 Page Horizontal	7.5	3
1/4 Page	3.5	5

Publication trim size: 8.5 x 11

*Reach your targeted audience at our fall conference in Louisville:
Exhibit booths ♦ Sponsored breaks ♦ Conference program ads*



Insights

AD INSERTION ORDER/CONTRACT

FAX to 859/238-0806 or
MAIL to KASC, P.O. Box 784, Danville, KY 40423

ADVERTISER INFORMATION

Name: _____ Title: _____

Organization/Business: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Ad agency (if applicable): _____

Agency address: _____

Agency contact person and phone: _____

BILLING INFORMATION

Payment enclosed (**check payable to KASC**):

_____ First insertion (*required*)

_____ Contract in full

_____ Invoice my organization for later insertions

ORDER INFORMATION

Issue(s) in which you would like your ad to appear:

_____ December (due 11/1) _____ March (due 2/1) _____ September (due 8/1)

If multiple issues: _____ Same ad used each time _____ Different ad used each time

Please submit all ad copy electronically to kasc@kasc.net. Thanks!

Authorized signature for this order: _____