

# 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 January, and September to over 4,000 people.

Mailing date	Ad due date
September	August 7 <sup>st</sup>
January	December 7 <sup>st</sup>

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](mailto: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

<b>Size</b>	<b>1 Time</b>	<b>2 Times</b>
Full Page	\$800	\$760
2/3 page	\$600	\$570
1/2 page	\$500	\$475
1/3 page	\$400	\$380
1/4 page	\$350	\$332

## Mechanical Measurements

<b>Ad size</b>	<b>Width</b> inches	<b>Height</b> 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:

September (due date 8/7) \_\_\_\_\_ January (due 12/7)

If multiple issues: \_\_\_\_\_ Same ad used each time \_\_\_\_\_ Different ad used each time

Please submit all ad copy electronically to [kasc@kasc.net](mailto:kasc@kasc.net). Thanks!

Authorized signature for this order: \_\_\_\_\_