



# KEC Member Directory Advertising Insertion Order

P.O. Box 4267, Topeka, KS 66604 ~ Phone: (785) 478-4554 ~ Fax: (785) 478-4852 ~ E-mail: [ckimberlin@kec.org](mailto:ckimberlin@kec.org)

## Our Directory

The Kansas Electric Cooperatives, Inc., (KEC) Member Directory is the perfect way for our members to find YOU when they need your services. The time to submit your company's advertising for the 2011-2012 KEC Member Directory is NOW.

Our member directory is distributed to the decision makers of KEC's 32 member cooperatives. Everyone connected with purchasing equipment, supplies, materials and services for electric cooperatives in Kansas uses this directory. It is the only complete and current directory for these organizations. It is an excellent way to present your products or services to electric cooperatives in the state of Kansas.

The directory will be distributed in fall of 2011. A complimentary copy will be sent to all advertisers and additional copies can be ordered for \$25 each.

## How to Advertise

To reserve your space in our directory, simply complete this insertion order and FAX it to 785-478-4852 by **June 1, 2011**.

## Ad Specifications

The ad copy and payment for any directory ad will be due no later than **June 1, 2011**.

- **Formats:** PSD, TIFF, JPEG or PDF
- **Resolution:** 300 dpi
- **Spot color:** PMS Blue 072
- **Color:** CMYK

Hard copy is acceptable, but will be subject to the layout service fee listed below to prepare the page for electronic submission.

## Contact

**Carrie Kimberlin** Advertising Manager  
P.O. Box 4267, Topeka, KS 66604  
Phone 785-478-4554  
Fax 785-478-4852  
[ckimberlin@kec.org](mailto:ckimberlin@kec.org)

## Company Information

Company Name \_\_\_\_\_  
(as you want it to appear in the advertising index)

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

## Select Ad Placement, Size & Color

Advertising Section	Black & White	Spot Color (Pantone Blue 072)	Full Color
Full Page (4.5 in. x 7.5 in)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750
Half Page (4.5 in x 3.625 in)	<input type="checkbox"/> \$390	<input type="checkbox"/> \$465	<input type="checkbox"/> \$585
Prime Placement—Space is available on a first come, first-served basis. Contact us concerning availability.	Black & White	Spot Color (Pantone Blue 072)	Full Color
Cover—Inside Front		<input type="checkbox"/> \$960	<input type="checkbox"/> \$1,200
Cover—Inside Back		<input type="checkbox"/> \$960	<input type="checkbox"/> \$1,200
Section Tab—Full Page (4.5 in. x 7.5 in)	<input type="checkbox"/> \$675	<input type="checkbox"/> \$810	<input type="checkbox"/> \$1,015
Section Tab—Half Page (4.5 in x 3.625 in)	<input type="checkbox"/> \$525	<input type="checkbox"/> \$630	<input type="checkbox"/> \$790
KEC Map on page A-9 (4.5 in x 7.5 in)			<input type="checkbox"/> \$1,025
KEC Map on page A-10 (4.5 in x 6.5 in)			<input type="checkbox"/> \$1,025
KEC Map on page A-11: (3.5 in x 7.5 in)			<input type="checkbox"/> \$1,025

All rates are NET; no advertising agency commission or discounts recognized. **All ads must be pre-paid.**

## Ad Copy Instructions (Ad copy due by June 1, 2011)

- Advertising copy is enclosed
- Please use advertising copy from the 2010-2011 KEC Directory
- Advertising copy will follow in an e-mail to Carrie Kimberlin at [ckimberlin@kec.org](mailto:ckimberlin@kec.org)
- Please compose advertising copy from attached materials (typesetting and layout services are \$50 per hour)

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Mail Payment and Order To:**  
Kansas Electric Cooperatives, Inc., Attn: Carrie Kimberlin, P.O. Box 4267, Topeka, KS 66604-0267