

2010 Rate Protection

To help you stretch your advertising dollars in 2010, we are offering "rate protection".

This means that if you reserve your ad space before December 1, 2009, you will get your 2010 ads at the

2009 rates listed below.

To take advantage of this offer, simply contact Carrie Kimberlin at (785) 478-4554 or e-mail at ckimberlin@kec.org to sign a contract and lock in your rate!

protectedrates

Display Advertising: Black and White - Protected Rates

Frequency	Inch	2 inch	3 inch	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$123	\$246	\$369	\$493	\$688	\$866	\$1,192	\$1,454	\$1,939
3x	\$120	\$240	\$360	\$481	\$671	\$844	\$1,162	\$1,418	\$1,891
6x	\$117	\$234	\$351	\$468	\$654	\$823	\$1,132	\$1,381	\$1,842
9x	\$114	\$228	\$342	\$456	\$636	\$801	\$1,103	\$1,345	\$1,794
12x	\$111	\$222	\$333	\$444	\$619	\$779	\$1,073	\$1,309	\$1,745

Display Advertising: Full Color - Protected rates

Frequency	Inch	2 inch	3 inch	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$166	\$332	\$498	\$666	\$929	\$1,169	\$1,609	\$1,963	\$2,618
3x	\$162	\$324	\$486	\$649	\$906	\$1,139	\$1,569	\$1,914	\$2,553
6x	\$158	\$316	\$474	\$632	\$883	\$1,111	\$1,528	\$1,864	\$2,487
9x	\$154	\$308	\$462	\$616	\$859	\$1,081	\$1,489	\$1,816	\$2,422
12x	\$150	\$300	\$450	\$599	\$836	\$1,052	\$1,449	\$1,767	\$2,356

ourpolicies

Approval: All advertising is subject to publisher's approval.

Cancellation: Sixty days written notification of cancellation is required. If frequency discount is given, we reserve the right to back charge if the minimum number of ads is not run.

Circulation: Each month, we have 104,000 residential and commercial subscribers. According to our recent survey 1.5 individuals per subscription read the magazine, which give us a readership of 156,000.

Commission: 15% discount will be given to recognized ad agencies.

Exclusivity: We do not offer exclusivity of advertised products or services.

Payment: Advance payment is required for all new accounts. We hold the advertiser or agency responsible for payment for advertising published and may engage a collection agency if payment is not rendered when due.

Positioning: Advertising will be placed at the publisher's discretion. Second and third covers available at color rates plus 10%. Back cover at color rate plus 15%.

Proofs: A proof is required with all ads when materials are submitted. Please send a color proof with color ads.

Space: All space in our magazine is available on a first-come, first-serve basis. We cannot guarantee space after the specified deadline.

