



Kentucky Tobacco & Candy Association

2017 DIRECTORY / YEARBOOK

Publishing Date: August 2017

Deadline for Advertising Contracts: June 30, 2017
Deadline for Receipt of Ads: July 14, 2017

Mechanical Description: Offset Printing, Format 8 1/2 x 11 Trimmed
Page Print Area 7 inches x 10 inches (without bleed)
Bleed Page Size 8 5/8 x 11 1/4 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
Camera Ready

RATES:

	Width & Depth	B/W	Full Color	Color Rates
_____ Full Page	7" X 10"	\$625.00	\$795.00	Inside Front Cover \$1,025.00 RJR
_____ Half Page	7" X 4 3/4"	\$475.00	\$555.00	Inside Rear Cover \$1,000.00 Swisher
				Outside Rear Cover \$1,045.00 HT Haekney

*Strike through denotes **SOLD**

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 2017 KTCA DIRECTORY/YEARBOOK

It is hereby agreed that: (Please print)

Name _____

Company _____

Address _____ City _____

State _____ Zip Code _____ Phone _____

As purchaser, we further agree to pay the sum of \$ _____ for the _____ Size Ad
_____ Check enclosed _____ Repeat Last Year's Ad _____ New Ad Copy _____ *Please Invoice*

Signed _____ TOTAL \$ _____

KTCA is exempt under IRS 501 © 6 – Federal ID # 23-7273119. A portion of your 2015 ad cost (15%) is non-deductible as a business expense as it relates to our legislative activities.

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Crestwood, KY 40014
(502) 243-9280 or (502) 893-0761 * FAX (502) 243-9398
ron@ktca7.com