



2007 winter fun escapes



ADVERTISING CONTRACT

Insertion Dates November – December, 2007
(Sunday Newspapers)

Total Circulation 1,250,000 - New England 500,000 - Mid Atlantic 750,000

1

Advertiser Address

Advertiser/Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail Address _____ Web Address _____
Attn _____ Title _____

2

List me on the Reader Response Page (required)

Company Name _____ Contact Name _____
Data Format
 Comma-delimited text (txt) Portable document format (pdf)
 Comma-delimited text (csv) Microsoft Access database (mdb)
 Microsoft Excel (xls) Self-adhesive mailing labels \$100/insertion)

3

We are ordering the following spaces units

New England Mid Atlantic Both

Ad Size _____
Includes _____ on website

Cost _____
Discounts/Other Charges _____
Adhesive Labels _____
Total Cost _____
NET GRAND TOTAL _____

4

Ad production information (required for production & approval questions)

Contact _____
Phone _____
Fax _____
E-mail _____
 We will supply our completed ad on disk.
(see specifications on back)
 Design our ad. We will supply all materials, including
slides or pictures, ad copy, graphics or artwork, and
fonts, as appropriate. Cost estimate will provided.

5

Web ad production information (for calendar of events and advertisements on winterfunescapes.com)

Contact _____
Phone _____ Fax _____
E-mail _____
Ads must be submitted electronically via disk or e-mail to carl@kkmediapartners.com or call 1.570.606.4967

6

As the publisher of the Winter Fun Escapes, KK media partners is hereby authorized by the advertiser and/or its advertising agency to include their advertisement in the space units as indicated above. The advertiser and/or its agency agrees to pay upon presentation of an invoice at the rate and conditions agreed upon in this form. *Payment Terms: Net 30 days. After 30 days from the date of invoice, unpaid balances will be assessed a Late Charge of 1.5% per month. Legal and collection costs, if required, are the responsibility of the advertiser and/or its agency. The publisher reserves the right to make a final decision concerning the acceptance of advertising. Cancellation must be made in writing at least six weeks prior to publishing deadline.

I have read and I agree to the terms and conditions stated herein.

Authorized Signature _____ Date _____
Printed Name _____ Title _____

7

Billing information (complete if different from #1)

Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____

SPACE & MATERIAL DEADLINES: SEPTEMBER 7, 2007
WEB MATERIAL DEADLINES: OCTOBER 12, 2007



25 evergreen lake drive ♦ mountain top, pa 18707 ♦ P 800.670.0893 ♦ P 570.606.4967 ♦ F 570.403.2072

2007 winter fun escapes

ADVERTISING CONTRACT

Insertion Dates November – December, 2007 (Sunday Newspapers) ♦ Total Circulation: 1,250,000

Publication Trim Size: 10.5" x 11"

SPACE & MATERIAL DEADLINE: SEPTEMBER 5, 2007

Ad Size	Width	Depth	Gross Rates		
PREMIUM POSITIONS			<i>New England</i>	<i>Mid Atlantic</i>	<i>Both</i>
Full Page	9.75"	10.25"	\$16,000	\$22,500	\$34,073
2/3 Page Vertical	6.50"	10.25"	\$12,800	\$18,000	\$28,394
1/2 Page Horizontal	9.75"	5.125"	\$10,000	\$14,063	\$21,295
BANNER POSITIONS					
3/4 Vertical	7.375"	7.90"	\$13,200	\$18,563	\$28,110
2/3 Horizontal	9.875"	5.20"	\$11,733	\$16,500	\$24,987
1/2 Vertical	4.875"	7.90"	\$9,000	\$12,656	\$19,166
1/2 Horizontal	7.375"	5.20"	\$9,000	\$12,656	\$19,166
1/4 Vertical	2.375"	7.90"	\$4,600	\$6,469	\$9,796
1/4 Horizontal	7.375"	2.50"	\$4,600	\$6,469	\$9,796
1/6 Vertical	2.375"	5.20"	\$3,120	\$4,388	\$6,644
1/12 Vertical	2.375"	2.50"	\$1,600	\$2,250	\$3,407
Brochure Unit	1.00"	3.00"	\$933	\$1,313	\$1,988

Ad Agency Commission -15% (except Brochure Unit and Premium Position charge) All ads are non-bleed.

Display Ad Guidelines

For brochure units, please submit two clean copies of your brochure, 30 words of copy, phone number, and web address.

No type smaller than 6.5 pts. If you are using a dark background, please make type 7.5 pts.

All work must be done in one of the following pre-press supported programs: QuarkXPress 5.0, Adobe Photoshop, or Adobe Illustrator for either Mac or PC. To Submit material in a program other than those listed above, or to submit film, please contact KK media partners.

Since your digital file will be directly output to plate, production must be executed as if you were sending the ad directly to a color house. Please e-mail all ad materials to carl@kkmediapartners.com.

Be sure to include the following:

- High resolution image scans and any graphics used in the ad. Save graphics in eps format.
- Copy of all fonts used in ad.
- Colors must be CMYK.
- Color proof of your finished ad.

Web Specifications:

Banners can be GIF, JPEG formats, or Flash. We accept animated images in the GIF 89a format, but limited to 3 loops. We do not accept ads that incorporate Java, Shockwave, Future Splash, video, or any other multimedia format. We do not accept MAP files. GIF files must be transparent and must contain no more than 256 colors. Ads must be submitted on disk or e-mail to carl@kkmediapartners.com.

