



# Kansas Society of Association Executives 2014 KSAE Member Handbook

## **ADVERTISING CONTRACT**

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Ad Size: \_\_\_\_\_  B&W  4-color

Total ad cost: \$ \_\_\_\_\_

### **Payment Terms:**

- Payment due upon receipt of invoice.
- A late fee of 1.5% will be applied for any invoice over 45 days.

### **General Regulations:**

- Positioning of advertisements is at the sole discretion of the Publisher. A request for specific positioning will be taken into consideration and honored whenever possible, but cannot be guaranteed.
- No cancellations will be accepted after the closing date without incurring a special production charge.
- Peterson Publications, Inc. is not responsible for any errors in the advertiser's ad copy or design once approved by advertiser. Advertiser shall not withhold payment because of such errors.
- No fraudulent or misleading advertising accepted.
- All advertisement content subject to Publisher's approval.
- Advertiser agrees to indemnify and defend the Publisher from any and all liability for content of advertisement.

**For further information or to reserve space, call:**

**Gayla Peterson • Peterson Publications, Inc.  
(785) 271-5801 • Fax (785) 271-6404**

**2150 SW Westport Drive, Suite 101 • Topeka, KS 66614  
gayla@petersonpublications.com • www.petersonpublications.com**

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## ADVERTISING RATES

Display Advertising Rates (4-color)			Display Advertising Rates (Black & White)		
Cover Rates	Member	Non-Member		Member	Non-Member
Back Cover	\$1300	\$1475	Full Page	\$800	\$925
Inside Front	\$1200	\$1275	1/2 page	\$500	\$700
Inside Back Cover	\$1200	\$1275	1/4 page	\$300	\$450
<b>Prime Positions</b>			<b>Size</b>		
Directory Front	\$1100	\$1225	Full Page (5" wide x 8" high)*		
Following a Tab	\$1050	\$1175	Full Page Bleed (5¾" wide x 8¾" high)*		
Full Page	\$950	\$1075	1/4 Page Horizontal (5" wide x 2" high)*		
1/2 page	\$650	\$900	1/4 Page Vertical (2¼" wide x 3½" high)*		
1/4 page	\$450	\$600	1/2 Page Horizontal (5" wide x 3¾" high)*		

\*This directory is spiral bound. Text in ads that bleed to the margin may be unreadable if not given proper space. Text in these ads should be at least 1/4" from the left and right margins.

Advertisements should be sent via CD or email. Files should be submitted in PDF format but also can be converted into Photoshop TIF files with a minimum resolution of 300 dpi. 4-color should be saved as CMYK files to ensure proper color matching. Procedures for saving files can be found on our website - [www.petersonpublications.com](http://www.petersonpublications.com).

**Closing date: January 6, 2014**

**Materials Due: January 13, 2014**

### Did You Know?

#### Associations are Big Business in Kansas

Over 700 people are employed by associations in Kansas. They spend over \$1.9 million per year on convention and trade show activities - in Kansas. According to the latest survey, approximately 95,000 people attended seminars, meetings and conventions sponsored by KSAE members, which translates to over 42,000 hotel room nights and over \$2.34 million in hotel room revenue.

#### KSAE Membership Directory

Targeting the People You Want to Reach

600 copies of the new KSAE Membership Photo Directory will be produced and distributed to KSAE members, all 165 members of the Kansas Legislature and selected political leaders.

**Make your reservation NOW for ad space in the 2014 KSAE Membership Photo Directory. It's a great investment for your advertising dollars.**

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