



622 SHELBY STREET • FRANKFORT, KENTUCKY 40601
 TELEPHONE (502) 875-3738 • FAX (502) 875-4515 • E-MAIL kpma@kpma.net

Current Advertising Rates *(No Discounts Apply)*

	1 month	3 months	6 months	1 year
½ Page	\$250.00	\$650.00	\$1,150.00	\$1,725.00
Full Page	\$350.00	\$975.00	\$1,725.00	\$2,600.00

The above rates cover the cost of all insertions during the period indicated and are not the price per insertion. The contract price for the period is due and payable within 15 days after the date of the invoice. Invoices are mailed after the first publication of the advertisement on contract. If one, three or six month contracts are extended before expiration, lower long-term rates will apply for the entire period. Advertising accepted subject to review by KPMA Executive Committee.

TECHNICAL REQUIREMENTS

- 1. Publication Page Size:** 8 ½ x 11 inches
- 2. Ad Unit Sizes (Width - Depth):** ½ Page: 8 ½ x 5 ½ inches Full Page: 8 ½ x 11 inches
- 3. Ad File Format:** Color PDF files are preferred for best quality. Black and white or grayscale PDF files are acceptable. Printed color, black and white or grayscale ads can be used, but quality may be negatively effected in their conversion to our digital format.
- 4. Ad Position:** Pages will be rotated each month so that each advertisement on a one year contract will appear throughout the publication.
- 5. Revision (Change in Copy):** All advertisers are permitted a change in copy for each issue, provided changes are received by the 10th of the month preceding the month of publication.
- 6. Closing Date:** The closing date for orders is the **10th of the month** preceding the month in which the ad is to appear.

DISTRIBUTION

The *Marketer* is published each month and emailed to Kentucky oil jobbers, distributors, supplying companies and key oil contacts in every oil company which markets petroleum products in the State of Kentucky. Please email your ad to kpma@kpma.net

We hereby contract for: _____ Full Page _____ ½ Page

Insertion Order: _____ 1 month _____ 3 months _____ 6 months _____ 1 year

Please circle the month(s) your ad should appear: January February March April May June
 July August September October November December

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Signature _____ Date _____