

About Life at Ken-Caryl

Advertising Information, Rates and Contract

Life at Ken-Caryl, an award-winning publication of the Ken-Caryl Ranch Master Association, is published on a bi-weekly basis and mailed to every home and business in the Ken-Caryl Ranch area as well as to subscribers outside the Ken-Caryl area. In addition, the newspaper is available through select distribution sites. The circulation level currently stands at approximately 4,700.

The mission of *Life at Ken-Caryl* is to provide a communication medium for the Ken-Caryl Ranch Master Association, the Ken-Caryl Ranch Metropolitan District, and related entities as well as local businesses and residents of the community.

Life at Ken-Caryl is the only publication **dedicated to reaching residents** on Ken-Caryl Ranch with coverage of important community information and issues. Readership of this newspaper is reportedly very high with residents referring to this publication for local and regional events, classes and vendor information. *Life at Ken-Caryl* offers one of the best advertising values in the area comparing the per-resident cost to other publications.

Since its inception in the mid-1970s, *Life at Ken-Caryl* has experienced, and continues to experience, tremendous growth and with it, the demand has increased for the continuation of quality advertising. As the southwest portion of the Denver Metro area realizes ongoing and substantial growth in the business and residential sectors, we are finding new ways to keep pace.

We appreciate your advertising patronage! We are eager to work with new advertisers and want to establish and maintain a strong working relationship with all of our clients.

Getting Started

- Ads do not have to be submitted camera-ready. We will set up ads at no additional charge (Please see Terms and Conditions section of advertising contract.)
- **Camera-ready electronic ads should be submitted on disk or by email in Quark, tif, eps, or pdf format. (For Mac users, Quark is preferred. For PC users, tif format is preferred.)**
- We require upfront payment for the first two issues in which your ad is scheduled. We then bill in advance for future ads scheduled on the same contract.
- If payment is not received by the due date specified on your statement, your ad **will not run** in the following issue.
- Please review the enclosed information. Once we receive a signed contract with information on what size, how often and how many times you want to run, space will be reserved for you.

(We do not guarantee placement of ads on requested page locations.)

Life at Ken-Caryl
Mary Hastings, Managing Editor
e-mail: mhastings@kcranch.org
303-979-1876, ext: 122

Advertising Contract for *Life at Ken-Caryl*

Bi-weekly Newspaper of the Ken-Caryl Ranch Master Association

7676 S. Continental Divide Rd. • Littleton, CO 80127 • 303-979-1876 • Fax: 303-972-1272

Managing Editor Mary Hastings • mhastings@kcranch.org • www.ken-carylranh.org

Checks payable to: KCRMA We do accept credit cards online for established accounts (fees apply).

Name of Business: _____ Print Contact Name: _____

Street Address: _____ Suite: _____ City: _____ State: _____ Zip: _____

Phone #: _____ Alternate (cell): _____ Fax#: _____

Email: _____ Circle below how many times you want to run your ad @ \$_____ each

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

_____ every issue _____ every other issue _____ monthly only _____ run one time

Size: 1/32 1/16 1/8 1/4 1/3 1/2 Full page Insert

» _____ ◀
Signature of Individual Responsible for Ad Payments Date Signed

Special Instructions (if applicable):

Attention advertising agency representing advertising business:
Entire paper is mailed to client or agency as specified. **We do not send tear sheets.**
Name of Agency: _____
Contact Name (AE): _____
Agency Phone# _____
Agency Fax # _____
Ad Agency Address: _____
City: _____ State: _____ Zip _____
Email address: _____

ADVERTISING POLICY FOR ALL ADVERTISERS
Ads will only be accepted for publication with this signed contract.
All advertising in *Life at Ken-Caryl* is placed on a space-available basis and subject to any requirements and fees imposed from time to time by the Ken-Caryl Ranch Master Association (Publisher). The publisher reserves the right to allow advertising at no charge or to refuse any advertising that, at its sole discretion, is determined not to be in the best interest of its readers or business policies. The publisher reserves the right to refuse service to a business that has previously been in default and to require full payment of advertising in advance from an advertiser payments previously. The publisher assumes no liability for typesetting or printing errors on ads not submitted in camera-ready form. The publisher assumes no liability for camera-ready ads that do not meet size and/or quality requirements. The publisher is not obligated to return ads or photos, or run ads not confirmed by the advertiser as received by LKC staff by published deadlines. When ad-to-copy ratio is met, *Life at Ken-Caryl* reserves the right to close the issue to any or all incoming advertisements prior to the stated deadline. **Billing is conducted by monthly statement, not by invoice.** Acceptance of advertising in *Life at Ken-Caryl* does not constitute an endorsement of the products or services advertised. Newspapers are sent to each advertiser. **We do not send tear sheets with billing statements.** MA members wishing to advertise must be in good standing with the homeowner association. The above-signed client hereby agrees to adhere to this policy, terms and conditions, and guarantees payment of all sums due pursuant to the terms of this agreement.

Terms and Conditions
All rates and policies are subject to change or termination upon 14-day notice by Life at Ken-Caryl.

1. Advertiser must submit all new ad materials, changes to existing ads, and cancellations **in writing** to *Life at Ken-Caryl* by the stated deadline.
2. Advertiser is responsible for paying an additional fee of not less than \$50 for significant changes to ads if requested after the deadline date. (This includes cost of additional proofs.)
3. Advertisements and inserts contracted for but not received or cancelled by deadline date will result in normal charges to the advertiser as if the ad or insert had been placed.
4. Payment for ads must be made at the time contracted. **Billing for subsequent issues will occur in advance and payment is due upon receipt. If payment is not received by the due date, the ad may not run in the following issue, this contract is subject to cancellation and a \$10 fee will be assessed each month until the account is brought current.**
5. In the event of advertiser default, KCRMA will cancel the contract until the account is brought current.
6. Any contract alterations are subject to a (\$15) fee.
7. A fee of twenty five dollars (\$25) will be assessed for cancellation of contract by the advertiser as well as a rate adjustment on prior advertising, equal to the difference between the full and discounted rate. **Exception:** a fifty dollar (\$50) fee for cancelled inserts.
8. In the event of default, defaulting party agrees to pay all costs resulting from default including cost of collection and legal fees.
9. Advertiser agrees to pay an additional fee for inserts short

KCRMA Office use only: Renewal _____ New _____ Start _____ Admin Code: _____
Check # _____ Amt. Rec'd. \$ _____ Date Received by LKC: _____ NILA Sent _____

1. _____	4. _____	7. _____	10. _____	13. _____	16. _____	19. _____	22. _____	25. _____
2. _____	5. _____	8. _____	11. _____	14. _____	17. _____	20. _____	23. _____	26. _____
3. _____	6. _____	9. _____	12. _____	15. _____	18. _____	21. _____	24. _____	27. _____

Life at Ken-Caryl 2010 Advertising Rates

E-check payment arrangements encouraged for ongoing ads. Credit cards are accepted online for established display ad clients only. (Fees apply; pre-arrangements required.)

Display Advertisement Rates

PAGE SIZE	COLUMN INCHES	If You Contract for:			
		1, 2 or 3 ads	4, 5 or 6 ads	7-12 ads	13 or more
You pay:					
1	64	\$507 per ad	\$477/ad	\$449/ad	\$432/ad
1/2	32	\$287 per ad	\$273/ad	\$259/ad	\$238/ad
1/3	21	\$209 per ad	\$198/ad	\$189/ad	\$175/ad
1/4	16	\$160 per ad	\$153/ad	\$149/ad	\$144/ad
1/8	8	\$ 88 per ad	\$ 83/ad	\$ 78/ad	\$ 74/ad
1/16	4	\$ 48 per ad	\$ 46/ad	\$ 44/ad	\$ 40/ad
1/32	2	\$ 40 per ad	\$ 30/ad	\$ 28/ad	\$ 26/ad

Inserts **The cost to insert 4,700 flyers is \$210 per issue.***
You can place more than one ad per newspaper issue if space is available.

Inserts and advertisements contracted for but not received or cancelled by deadline date will result in normal charges to the advertiser as if the ad or insert had been run.

Advance payment is required through monthly billing.

Art Services: *Life at Ken-Caryl* offers typesetting services to advertisers, through its contractor — Southeast Denver Graphics (SEDG) — at no charge. However, advertisers retain responsibility for proofing their ad copy within the time period designated by LKC and SEDG. The publisher assumes no liability if ads are not camera-ready. *Life at Ken-Caryl* also assumes no liability if camera-ready ad does not meet our published newsprint specifications (unless ad is received prior to deadline date providing adequate time for correction).

The advertiser must supply original or special art prior to ad set up by SEDG.

Corrections/Changes

In the event of errors *by this paper*, corrections corresponding to the column-inch size of the error will be run at no cost to the advertiser in the next available issue. We accept responsibility for errors solely in the first issue in which they appear. It is the responsibility of the advertiser to notify *Life at Ken-Caryl* of any errors prior to the deadline date for the following issue in which the ad is to appear again.

Changes to ad content by the advertiser are to be submitted no later than the published deadline dates.

Ad slicks can be purchased for \$15 each. Please allow *up to* two weeks for hard copies of ad slicks (less time for e-mailed copies).

Charges for ad slicks will be applied to the advertiser's monthly billing statement.

INSERTS/FLYERS

Inserts should not exceed 8.5 inches by 11 inches in size (when folded) and should not exceed .25 ounces in weight. Should inserts exceed 8.5 inches by 11 inches, they must be folded in order to fit into our folded newspaper for mailing. Should inserts exceed the stated weight and such weight causes an increase in mailing costs to the Master Association, advertiser agrees to pay the additional postage charge. *Life at Ken-Caryl* does not guarantee that smaller inserts or those printed on (slippery-surface) coated stock will remain inside the newspaper throughout the mailing process.

Life at Ken-Caryl allows only three (3) inserts to be placed in each issue to maintain postal weight and avoid over-saturation.

***A total of 4,700 inserts must be pre-printed and delivered to the offices of *Life at Ken-Caryl* by the published deadline dates to guarantee insertion into to the issue(s) contracted.** Should a total of less than 4,700

inserts be received requiring *Life at Ken-Caryl* to facilitate two mailings due to the weight differential, a fee of \$100 will be charged to the advertiser per occurrence.

LIFE at KEN-CARYL

Ad Sizes

Column width is 2-3/8". If you need dimensions in picas please call.

<u>AD SIZE</u>	<u>SHAPE</u>	<u>DIMENSIONS IN INCHES</u>	
		Width	Depth
FULL PAGE (64 column inches)	Vertical	10 - 1/4"	16"
HALF PAGE (32 column inches)	Vertical	7 - 5/8"	10 - 5/8"
	Vertical	5"	16"
	Horizontal	10 - 1/4"	8"
THIRD PAGE (21 column inches)	Vertical	5"	10 - 1/2"
	Horizontal	7 - 5/8"	7"
	Horizontal	10 - 1/4"	5 - 1/3"
QUARTER PAGE (16 column inches)	Vertical	5"	8"
	Vertical	2 - 3/8"	16"
	Horizontal	7 - 5/8"	5 - 1/3"
	Horizontal	10 - 1/4"	4"
EIGHTH PAGE (8 column inches)	Vertical	2 - 3/8"	8"
	Horizontal	5"	4"
	Horizontal	7 - 5/8"	2 - 5/8"
	Horizontal	10 - 1/4"	2"
1/16 PAGE (4 column inches)	Vertical	2 - 3/8"	4"
	Horizontal	5"	2"
1/32* PAGE (2 column inches)	Square	2 - 3/8"	2"
	Horizontal	5"	1"

*approximately the size of a business card

Life at Ken-Caryl

Copy Deadlines & Issue Dates 2010-2011

All ad copy, letters to the editor, articles and other submissions must be in our office **no later than** the deadline dates published on this page. Thank you for your cooperation.

** Denotes early deadline due to upcoming holiday or scheduled break.

2010

2011

Monday Deadline			Wednesday Issue Date			Monday Deadline			Wednesday Issue Date	
Wednesday, December '09	23	**	January	6		December	27		January '11	5
January	11		January	20		January	10		January	19
January	25		February	3		January	24		February	2
February	8		February	17		February	7		February	16
February	22		March	3		February	18	**	March	2
March	8		March	17		March	7		March	16
March	22		March	31		March	21		March	30
April	5		April	14		April	4		April	13
April	19		April	28		April	18		April	27
May	3		May	12		May	2		May	11
May	17		May	26		May	16		May	25
Friday, May	28	**	June	9		May	27	**	June	8
June	14		June	23		June	13		June	22
June	28		July	7		June	27		July	6
July	12		July	21		July	11		July	20
July	26		August	4		July	25		August	3
August	9		August	18		August	8		August	17
August	23		September	1		August	22		August	31
Friday, September	3	**	September	15		September	2	**	September	14
September	20		September	29		September	19		September	28
October	4		October	13		October	3		October	12
October	18		October	27		October	17		October	26
November	1		November	10		October	31		November	9
November	15		November	24		November	14		November	23
November	29		December	8		November	28		December	7
December	13		December	22		December	12		December	21
December	27		January 2011	5		December	22	**	January 2012	4