



Kentucky-Indiana Automotive Wholesalers

6124 Avery Rd. • PO Box 68 • Dublin OH 43017

Phone: 614.889.1309 • Fax: 614.889.0463

Email: info @ amgllcusa.com

www.kiawa.org

FACT SHEET:

KIAW NEWSLETTER and MEMBERSHIP DIRECTORY

Excellent Advertising Values

The *KIAW Newsletter* and *KIAW Membership Directory* are excellent vehicles to make your services and/or products visible to the leading jobbers in Kentucky and Indiana. Circulation is mailed to parts warehouses, distributors and retailers, parts manufacturers and aftermarket installers in these states – about 200 bonafide industry contacts in all. The *KIAW Newsletter* is published on a non-scheduled monthly basis; the *KIAW Membership Directory*, annually. Using these publications can maximize your return on advertising investment.

Advertising Rates

Rates are based on camera-ready copy and black ink only.

Size	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>
Newsletter:				
Full page	\$250.00	.. \$232.50	.. \$225.00	.. \$212.50
Half page	165.00	... 153.45	.. 148.50	.. 140.25
Preprinted insert	375.00	... 348.75	.. 337.50	.. 318.75

Multiple ad insertions must be published in a 12-month period. Discounts not applicable to additional charges and material charges.

Membership Directory:

Full page	\$425.00
Half page	285.00
Quarter page	185.00

Additional Charges

Color: standard CMYK.	\$200
Composition	charged at KIAW's cost

Discounts

No agency commissions are allowed.

Format

8½" x 11" finished page size. (Publication is printed on 11" x 17" paper, saddle stapled, and folded.)

Ad Format

Full page: 7½" wide x 10"; no bleeds are permitted.

Half page: 7½" wide x 5" or 3¾" x 10"; no bleeds are permitted.

Color

Publisher's standard colors: red, blue, green, and yellow are available for single or multiple color ads. Custom colors are also available (specify PMS number.)

Material Requirements

Digital color printing is used in production.

PREFERRED: Digital files, saved as PDF, TIFF, or in native applications: InDesign, PageMaker or Freehand. Include all screen and printer fonts, and all linked files (.eps, .tif). Pantone color must be CMYK mode. Color images in CMYK 300dpi resolution.

ALSO ACCEPTED (for black-and-white only): Photo-ready copy. Mats not accepted. Halftone values up to 133 lines are acceptable. May incur additional charges.

Preprinted Inserts

Preprinted inserts (front and/or back) will be included, unbound, with mailing. Inserts must be the same format specifications (8½" x 11") and submitted unfolded. Supply 250 copies by the closing date.

Closing date

Advertising material must be received by the 1st of the month prior to publication date. Newsletters are published monthly, and the Membership Directory is usually published in May.

Contract Copy Regulations

Copy Acceptance–Publisher reserves the right to reject any advertising.

Advertising Responsibility–Advertisements are accepted and published upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.

Association Contact

For more information or to reserve your space, contact Dennis Alford, dalford@amgllcusa.com, or Marti Smith, msmith@amgllcusa.com. You may also call the Association office, 800-606-6332. We will be happy to help you take advantage of these benefits. Copy must be received in our office by the closing date.

CONTRACT FOR ADVERTISING



Kentucky-Indiana Automotive Wholesalers
PO Box 68
Dublin, OH 43017-0068

614.889.1309
 FAX: 614.889.0463
dalford@amgllcusa.com
msmith@amgllcusa.com

Advertising Rates: Rates are based on camera-ready copy and black ink only.

Newsletter:

<u>Size</u>	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>
Full page	\$250.00	\$232.50	\$225.00	\$212.50
Half page	165.00	153.45	148.50	140.25
Preprinted insert	375.00	348.75	337.50	318.75

Membership Directory:

<u>Size</u>	<u>Per Insertion</u>
Inside front cover	\$575.00
Inside back cover	495.00
Back cover	550.00
Full page	425.00
Half page	285.00
Quarter page	185.00
Business Card	45.00

Color: Standard CMYK \$200 additional

Please reserve for us the space indicated below:

<u>Publication</u>	<u>Full page</u>	<u>Half Page</u>	<u>Quarter Page</u>	<u>Catalog Insert</u>
January	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
February	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
October	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MEMBERSHIP DIRECTORY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other instructions: (color, etc.)

Copy Regulations & Advertising Responsibility

Publisher reserves the right to reject any advertising. All advertisements are accepted and published upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.

Please print or type:

Authorized by: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Return to: Kentucky-Indiana Automotive Wholesalers