



2021 Advertising Agreement

Thank you for advertising in Kentucky IA.
Please complete and return this form to tle@bigiky.org.

Advertiser

Company Name			
Mailing Address			
City		State	Zip
Invoice Contact		Invoice Email	
Send invoices via <input type="radio"/> Mail <input type="radio"/> Email	Mail Tearsheet? <input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Pay By Issue	<input type="radio"/> Pay In Full
Art Contact		Art Email	

Signature - Agency Authorized Representative

Date

Printed Name - Agency Authorized Representative

Advertising Agency

Company Name			
Mailing Address			
City		State	Zip
Invoice Contact		Invoice Email	
Send invoices via <input type="radio"/> Mail <input type="radio"/> Email	Mail Tearsheet? <input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Pay By Issue	<input type="radio"/> Pay In Full
Art Contact		Art Email	

Signature - Agency Authorized Representative

Date

Printed Name - Agency Authorized Representative

Insertion Information Please check issue(s) you wish to run in and complete necessary information.

√	Issue	Ad Size <small>See next page for rates</small>	Ad Placement <small>If applicable</small>	Ad Deadline
	Winter 2021			November 15, 2020
	Spring 2021			February 14, 2021
	Summer 2021			May 15, 2021
	Fall 2021			August 14, 2021

Ad Sizes & Rates Ad files must include at least .125" bleed. Live information should be at least .5" from edges.

Ad Sizes	W x H	Standard	4 insert
Back Cover	8.5" x 11	\$1900	\$1615
Inside Front Cover	8.5" x 11	\$1700	\$1445
Inside Back Cover	8.5" x 11	\$1700	\$1445
Full Page	8.5" x 11	\$1300	\$1105
1/2 Page Horizontal	7" x 4.5"	\$1000	\$850
1/2 Page Vertical	4.5" x 7"	\$1000	\$850

Terms & Conditions

General

Advertiser agrees to pay Big I KY the set sum of money as noted in *Advertising Sizes & Rates* and Big I KY agrees to publish Advertiser's Insertions, provided such insertions are in compliance with this agreement. This agreement covers all issues as selected by Advertiser in the *Insertion Information* section of this agreement and will not extend beyond 4 consecutive issues, or the end of the 2020 calendar year.

Billing/Payment

1. A first-time Advertiser agrees that any and all required payments in connection with a single insertion in an issue are due in full with acceptance of this agreement.
2. **Payment is due within 30 days of the invoice date.**
Any amount not paid when due shall bear interest at 3% per month. Additionally, if payment is not received within 60 days of the invoice date, Big I KY may withhold all insertions until the outstanding amount has been paid and may require prepayment of all future insertions. Big I KY reserves the right to cancel this agreement without notice and without liability for nonpayment by Advertiser or Agency acting on their behalf.
3. All payments should be made payable to: Big I Kentucky
4. Send all payments to:
Big I Kentucky, P.O. Box 950100, Louisville, KY 40295

Refusal of Insertion

1. Big I KY reserves the right to refuse any advertisement insertion including, but not limited to, those:
 - a. Not in compliance with this agreement;
 - b. Considered to be illegal;
 - c. Big I KY believes reasonably to be in conflict with or compete with Big I KY or its affiliates' programs, products or services.If an advertisement insertion is refused, Big I KY may substitute, without notice, the last advertisement insertion of Advertiser unless acceptable replacement material is received by Big I KY prior to print deadline.
2. In lieu of Refusal of Insertion and, at Big I KY's sole discretion, the word "Advertisement" may be added so that it is conspicuously displayed.

Delivery Disclaimer

Big I KY is not liable for delays in delivery or non-delivery of publication with Advertiser's Insertion in the event of an act of God, transportation interruption, work slowdown or any events which are beyond the control of Big I KY.

Hold Harmless

Advertiser agrees to assume all responsibility and liability for any insertion published by Big I KY on behalf of Advertiser and that Advertiser holds harmless Big I KY for any and all claims for such insertions including but not limited to, tort, copyright, photographic, trademark actions and errors in copy.

Cancellation

This agreement may be cancelled by either party at any time for any reason upon providing written notice to the other party, to be effective ten (10) days after mailing. If cancellation is received by Big I KY on or before the Ad Deadline date, the cancellation will be honored. If cancellation is received after the Ad Deadline date, the cancellation will take effect upon the next insertion. An Advertiser which cancels this agreement before placement of enough insertions to qualify for the rate as set forth in *Advertising Sizes & Rates* will be charged an additional amount equal to the difference between the agreement rate and the rate actually earned.

Artwork Requirements

- Accepted Formats: Adobe PDF
- Set to print-quality specifications
- Color images must be at least 300 DPI
- Black and white line should be 600 DPI
- Convert all instances of RGB, Pantone, and spot colors to process CMYK before creating PDF file.
- All ads should be created to 100% of reproduction size & not compressed.
- Convert all fonts to paths/outlines/curves to avoid font substitutions.
- Ad files must include at least .125" bleed
- Live matter should be kept .5" from bleed edges

BIG I
KENTUCKY

13265 O'Bannon Station Way | Louisville, KY 40223

Ph: 502-245-5432 | www.bigiky.org