

<b>Advertising Rates (Billed at each publication distribution)</b>					
<u>Two-Page</u>		<u>1x Rate</u>	<u>2x Rate</u>	<u>4x Rate</u>	<u>8 x Rate</u>
<u>Spread</u>	4-Color	\$ 2991	\$ 2750	\$ 2443	\$ 2291
	Spot-Color	\$ 2688	\$ 2420	\$ 2150	\$ 2016
	b&w	\$ 2413	\$ 2171	\$ 1930	\$ 1797
<u>Full Page</u>	4-Color	\$ 2019	\$ 1815	\$ 1612	\$ 1513
	Spot-Color	\$ 1825	\$ 1683	\$ 1498	\$ 1381
	b&w	\$ 1594	\$ 1433	\$ 1273	\$ 1194
<u>2/3 Page</u>	4-Color	\$ 1672	\$ 1505	\$ 1339	\$ 1255
	Spot-Color	\$ 1473	\$ 1325	\$ 1178	\$ 1104
	b&w	\$ 1322	\$ 1189	\$ 1057	\$ 992
<u>Island</u>	4-Color	\$ 1379	\$ 1241	\$ 1161	\$ 1089
	Spot-Color	\$ 1277	\$ 1149	\$ 1021	\$ 958
	b&w	\$ 1146	\$ 1033	\$ 917	\$ 859
<u>Half Page</u>	4-Color	\$ 1197	\$ 1093	\$ 971	\$ 917
	Spot-Color	\$ 1076	\$ 968	\$ 860	\$ 807
	b&w	\$ 966	\$ 869	\$ 772	\$ 724
<u>1/3 Page</u>	4-Color	\$ 897	\$ 825	\$ 733	\$ 688
	Spot-Color	\$ 792	\$ 726	\$ 645	\$ 604
	b&w	\$ 724	\$ 651	\$ 579	\$ 543
<u>1/4 Page</u>	4-Color	\$ 734	\$ 661	\$ 587	\$ 551
	Spot-Color	\$ 645	\$ 581	\$ 516	\$ 479
	b&w	\$ 579	\$ 521	\$ 464	\$ 429
<u>1/6 Page</u>	4-Color	\$ 551	\$ 495	\$ 440	\$ 413
	Spot-Color	\$ 484	\$ 435	\$ 387	\$ 363
	b&w	\$ 434	\$ 390	\$ 348	\$ 325
<u>1/12 Page</u>	4-Color	\$ 346	\$ 311	\$ 276	N/A
	Spot-Color	\$ 304	\$ 274	\$ 244	N/A
	b&w	\$ 281	\$ 245	\$ 220	N/A
Ad Preparation Charges May Apply					

## Terms & Conditions

**Cancellation:** Advertiser may cancel without cost or penalty within three (3) working days of purchase. A cancellation made after three days, up to established deadline date, will be subject to charges. After established deadline date, no cancellations may be made. Cancellation in mid-contract may result in advertiser receiving an additional bill for any discounts previously applied and unearned as a result of the cancellation. Advertiser should contact publisher at 620-225-0021 to verify issue deadline date.

**Camera-Ready:** Camera-ready to publisher means the copy is the exact size (or proportion) required. Any copy requiring "cut & paste" or modification procedures cannot be considered camera-ready. Ads must be submitted on disk or as a high-contrast copy. Publisher reserves the right to modify the ad for best printing quality. Acceptability of copy considered camera-ready is at the discretion of the publisher, who reserves the right to reject copy submitted as camera-ready and bill for any preparation required to reproduce the material to publisher standards.

**Placement Preference:** We encourage our advertisers to notify us if they

have a preference where their advertisement is placed, and wish to assure them that we will comply with their preference whenever possible. However, we cannot guarantee placement.

**Proof:** Upon request, the publisher agrees to furnish a proof of the ad copy. A deadline date will apply, and publisher will assume proof is approved without changes if proof has not been returned by midnight on that date.

**Size Changes:** The publisher reserves the right to up-size an advertisement, if it is necessary to fit or fill space available, to the benefit of the advertiser and/or to enhance the appearance of the publication. The publisher agrees that, should that become necessary, no additional charges will apply.

**Distribution:** First consideration in distribution will be for issue advertisers. Initial delivery will be arranged; additional copies will be as available. The number of copies delivered will be at the discretion of the publisher.

# Advertisement Sizes

GRAPHICS ARE AN APPROXIMATION • NOT TO EXACT SCALE



## Inserts

Inserts, such as flyers and menus, are available as an effective advertising option in *The Legend—Life in Southwest Kansas*. We can design and print your insert, or use inserts designed and printed by a third party. Please contact us for a price quote.

## Other Advertising Options

Your advertisement in *The Legend—Life in Southwest Kansas* is not limited to the general sizes. If you have an unconventional size, contact us for your options.

## 2012-2013 Deadlines

Issue	Deadline	Publishes	Content of ads must be submitted in final form. Ad changes made after copy deadline (outside editorial policy) will be made at publisher's discretion based on press deadlines.
Winter '12	Nov. 18	Jan. 1	
Spring '12	Feb. 17	Apr. 1	
Summer '12	May 18	Jul. 1	
Fall '12	Aug. 17	Oct. 1	
Winter '13	Nov. 16	Jan. 1	
Spring '13	Feb. 15	Apr. 1	
Summer '13	May 20	Jul. 1	
Fall '13	Aug. 19	Oct. 1	
Winter '14	Nov. 18	Jan. 1	

## Billing Information

Contracting advertisers will not be invoiced until distribution of the publication has begun for each issue. Each issue will be billed as it is being distributed unless otherwise requested by the advertiser.