

# RATE CARD

## ❖ KMWorld 2010 Rate Card #10

SIZE	ACTUAL TRIM	DIMENSIONS	BLEED*	1x	3x	6x	10x
Full Tabloid	9 <sup>1</sup> / <sub>2</sub> "w x 11 <sup>3</sup> / <sub>4</sub> "d	8 <sup>1</sup> / <sub>2</sub> "w x 10 <sup>3</sup> / <sub>4</sub> "d	10"w x 12 <sup>1</sup> / <sub>4</sub> "d	\$9,275	\$8,670	\$8,190	\$7,735
Full Tab Spread	19" x 11 <sup>3</sup> / <sub>4</sub> "	18" x 10 <sup>3</sup> / <sub>4</sub> "	19 <sup>1</sup> / <sub>2</sub> " x 12 <sup>1</sup> / <sub>4</sub> "	18,540	17,335	16,375	15,465
Jr. Tabloid	n/a	6 <sup>3</sup> / <sub>8</sub> " x 8 <sup>1</sup> / <sub>16</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>16</sub> "	7,410	6,990	6,645	6,190
Jr. Tab Spread	n/a	13 <sup>5</sup> / <sub>8</sub> " x 8 <sup>1</sup> / <sub>16</sub> "	13 <sup>5</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>16</sub> "	14,820	13,980	13,290	12,380
1/2 Tab. Horizontal	n/a	8 <sup>1</sup> / <sub>2</sub> " x 5 <sup>3</sup> / <sub>16</sub> "	10" x 5 <sup>15</sup> / <sub>16</sub> "	7,100	6,710	6,375	5,930
1/2 Tab Vertical	n/a	4 <sup>3</sup> / <sub>16</sub> " x 10 <sup>3</sup> / <sub>4</sub> "	4 <sup>15</sup> / <sub>16</sub> " x 12 <sup>1</sup> / <sub>4</sub> "	7,100	6,710	6,375	5,930
1/3 Tab Horizontal	n/a	6 <sup>5</sup> / <sub>16</sub> " x 4 <sup>3</sup> / <sub>16</sub> "	7 <sup>1</sup> / <sub>16</sub> " x 4 <sup>15</sup> / <sub>16</sub> "	6,350	6,040	5,745	5,330
1/3 Tab Vertical	n/a	4 <sup>3</sup> / <sub>16</sub> " x 6 <sup>5</sup> / <sub>16</sub> "	4 <sup>15</sup> / <sub>16</sub> " x 7 <sup>1</sup> / <sub>16</sub> "	6,350	6,040	5,745	5,330
1/4 Tab Outside Column	n/a	2" x 10 <sup>3</sup> / <sub>4</sub> "	2 <sup>3</sup> / <sub>4</sub> " x 12 <sup>1</sup> / <sub>4</sub> "	4,790	4,610	4,375	3,990
1/4 Tab Vertical	n/a	4 <sup>3</sup> / <sub>16</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	4 <sup>15</sup> / <sub>16</sub> " x 6"	4,790	4,610	4,375	3,990

### \*Bleeds

Bleeds are available at 15% additional charge. (See above advertising dimensions for bleed sizes.)

### Additional for Covers

2nd cover \$1,500 > 3rd cover \$1,200 > 4th cover \$1,800

### Special Positions

A 20% premium will be charged for a specified page or position on the page. **Covers and Premium Positions are noncancelable.**

### Color Ads (per page)

> \$1,495 per 4-color ad > \$995 per 2-color ad

### Specifications

Publication trim size is 9<sup>1</sup>/<sub>2</sub>"w x 11<sup>3</sup>/<sub>4</sub>"d. Editorial pages are 4 columns wide. The magazine is printed on #36 Coated Matte using 4-color offset printing.

### Advertising Regulations

- > A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- > Advertisers using 3-, 6- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.

### CANCELLATIONS

In writing 30 business days prior to material deadlines

**Cover and premium positions are non-cancelable.**

> All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

> Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January	11/12/09	12/4/10
February	12/11/09	1/4/10
March	1/14/10	2/3/10
April	2/10/10	3/3/10
May	3/8/10	3/26/10
June	4/14/10	5/4/10
July/August	5/25/10	6/15/10
September	7/14/10	8/3/10
October	8/13/10	9/2/10
November/December	9/14/10	10/4/10

### Contact Information:

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