



KENTUCKY BANKER MAGAZINE | 2021 INSERTION ORDER

DATE	
ADVERTISER	
CONTACT	
BILLING ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	
BILL TO	

AD DETAILS

AD SIZE	
AD RATE (PER INSERTION)	

AD FREQUENCY

January/February	<input type="checkbox"/>
March/April	<input type="checkbox"/>
May/June	<input type="checkbox"/>
July/August	<input type="checkbox"/>
September/October	<input type="checkbox"/>
November/December	<input type="checkbox"/>

SIGNATURE	
PRINTED NAME	
TITLE	
DATE	

AD SPECIFICATIONS

FULL PAGE	8.5" x 11"	4C / CMYK
HALF PAGE	8.5" x 5.5"	4C / CMYK
BLEED	.25"	Preferred
FILES	jpeg or PDF	
RESOLUTION	300 dpi	

ART QUESTIONS? email Josh Fischer, Managing Editor jfischer@kybanks.com

RETURNED COMPLETED INSERTION ORDER FORM TO: **Nina Gottes** ngottes@kybanks.com



TERMS & CONDITIONS

1. Kentucky Banker Magazine Ratecard (RC) as published for the year in which the requested Insertion Order (IO) appears and its specifications are incorporated herein by reference.
2. Regular rates for an IO are as they appear in the 2021 RC.
3. Any requested variation from the specifications provided in the RC shall be made or not at the sole discretion of the Managing Editor and shall result in the imposition of additional charges.
4. Finished artwork (ready for printer) must be received by Managing Editor by the agreed-upon due date provided in the RC, or by the Managing Editor, for the selected issues for insertion.
5. A new finished artwork file is needed before each subsequent issue due date, even if it is the same as a previous issue.
6. Insertion requests or changes must be made in writing to the Managing Editor.
7. Any insertion requests or changes submitted after the finished artwork has been received or after the due date, whichever is earlier, shall be accepted at the sole discretion of the Managing Editor. If such requests or changes are denied, advertiser may elect to pull the finished artwork, but there shall be no refund or credit for the contract amount and such amount shall be invoiced as if the ad had been included.
8. Insertions cancelled prior to the due date will be billed at the agreed to rate. Insertions cancelled after the due date will be made at the sole discretion of the Managing Editor and additional charges shall be imposed.
9. Insertion space is sold on a first-come, first-served basis. Available insertion space will be determined at the Managing Editor's sole discretion.
10. Advertiser represents that the content of artwork or advertorial language is authorized for publication, in its entirety. Advertiser shall indemnify Kentucky Bankers Association and its affiliates and subsidiaries from and against any loss or expense, including, without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of any Insertion including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
11. Advertiser is fully responsible for all errors in content or finished artwork provided.
12. Insertions simulating editorial style are not acceptable and such designation, including appropriate advertorial content, will be determined at the sole discretion of the Managing Editor. Managing Editor may reject, at his sole discretion, any advertising for any reason including on the basis of form, content, or availability of space.
13. Invoices not paid within 30 days of the invoice date may result in late fees and/or revocation of future insertions revoked. Such revocation shall not void payment of contract amounts owed.
14. Advertiser may provide credit card information to publisher for automatic billing.