



**KENTUCKY BANKER MAGAZINE | 2023 INSERTION ORDER**

DATE	
ADVERTISER	
CONTACT	
BILLING ADDRESS	
PHONE	
EMAIL	
BILL TO	

**AD DETAILS**

AD SIZE	Full Page Ad <input type="checkbox"/> Half Page Ad <input type="checkbox"/>
AD RATE (PER INSERTION)	Full Page \$1400 1x   \$1300 3x   \$1200 6x  Half Page \$1000 1x   \$900 3x   \$800 6x

**AD FREQUENCY**

- Jan/Feb 2023
- Mar/April 2023
- May/June 2023
- July/Aug 2023
- Sept/Oct 2023
- Nov/Dec 2023

Ad Art Deadline

- January 17
- March 14
- May 23
- July 20
- September 7
- November 2

**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

AD SPEC QUESTIONS? email Josh Fischer, Managing Editor [jfischer@kybanks.com](mailto:jfischer@kybanks.com)

SIGNATURE	
PRINTED NAME	
TITLE	
DATE	

RETURNED COMPLETED INSERTION ORDER FORM TO: **Nina Gottes** [ngottes@kybanks.com](mailto: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 2023 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.