

Key Peninsula News

Advertising Order

If you have questions or would like help with this order, call your sales agent or KPNews office at 253-884-4699.

Advertiser Name:
(individual authorizing ad)

Company Name:

Billing Address:
(street number or P.O.Box)

(city, state, zip)

Telephone No. E-mail: Fax:

First insertion date:

Special instructions:

Ad size desired:

Frequency of insertion (refer to reverse side for prices)

	12X	6X	4X	1X	
A. Double Truck	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀ please initial
B. Full Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀ the appropriate
C. ¾ Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀ block to the
D. ½ Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀ left
E. ¼ Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀
F. 1/8 Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀
G. 1/16 Page	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀
H. Business Card	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	◀
I. multiple size	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	advertiser wants frequency discount with differing ad sizes
J. Classified Ad	<input type="text"/>	No. of lines		<input type="text"/>	

KP News is not responsible for errors and omissions in the submitted advertisements, late submissions or errors beyond its control. It is the advertiser's responsibility to ensure submitted art complies with copyright laws, and submitted materials are complete. An advertiser may request a proof of the ad in advance. Ad proofs may not be available for ads submitted after deadline. KP News is not responsible for quality of camera-ready ads or graphics that don't comply with specifications. Prices are based on the specified number of insertions and will be adjusted accordingly if the advertiser chooses to discontinue insertion, thus forfeiting discounted prices. Past-due accounts will be referred for collections and accrue additional fees. Payment is due within 30 days of invoice date; a 10% fee will be charged on balances more than 30 days past due. Accounts 90 days past due will be referred to collections. Key Peninsula News reserves the right to refuse any advertisement.

Attach check made payable to: **Key Peninsula News**

I have read and agree to the above conditions and hereby authorize the KP News to publish my ad as indicated by my initials in the Ad size and Frequency box above. I agree to pay the applicable ad rate as shown on the reverse of this form.

signature

Date: _____

Sales agent:

Key Peninsula News Advertising Rates for 2010

Insertion rates, black and white ads*

Back page placement of an ad costs 50% extra**

Contract Price	<i>frequency of insertion</i>			
	12X	6X	4X	1X
A. Double Truck	13,114.68	7,004.40	4,768.96	1,241.92
B. Full Page	6,063.12	3,238.32	2,204.80	574.17
C. ¾ Page	4,808.76	2,568.30	1,748.64	455.37
D. ½ Page	3,531.12	1,886.64	1,284.08	334.40
E. ¼ Page	1,875.48	1,001.64	681.96	177.60
F. 1/8 Page	1,018.68	544.08	370.44	96.47
G. 1/16 Page	573.00	306.00	208.36	54.26
H. Business Card	442.68	236.40	160.96	41.92
I. Multiple size	advertiser is entitled to frequency discount from Unit Cost Table. Ad must be 1/4 page or larger to qualify.			

If you are willing to pay up your full contract **in advance**, the following discounts apply:

prepayment discounts

For 12X contract deduct an additional 5%

For 6X contract deduct an additional 3%

For 4X contract deduct an additional 2%

otherwise the amounts shown below in the unit cost section are due prior to typesetting for each issue of the newspaper.

Unit cost	<i>frequency of insertion in different month papers</i>			
	12X	6X	4X	1X
A. Double Truck	1,092.89	1,167.40	1,192.24	1,241.92
B. Full Page	505.26	539.72	551.20	574.17
C. ¾ Page	400.73	428.05	437.16	455.37
D. ½ Page	294.26	314.44	321.02	334.40
E. ¼ Page	156.29	166.94	170.49	177.60
F. 1/8 Page	84.89	90.68	92.61	96.47
G. 1/16 Page	47.75	51.00	52.09	54.26
H. Business Card	36.89	39.40	40.24	41.92
I. Multiple size	advertiser is entitled to frequency discount from Unit Cost Table. Ad must be 1/4 page or larger to qualify.			

frequency discounts

(included in table at left)

discounts only apply for insertions in different months

<i>frequency</i>	<i>discount</i>
1X	0%
4X	4%
6X	6%
12X	12%

Classified Advertising \$2.95 per line, each line one column wide, three lines minimum
One column is approximately 45 characters including spaces

**No political ads may appear on the back page

For color ads, additional charges apply:		
	Spot color, ea	Full color
Up to 1/4pg	45	135
1/2 pg	80	215
3/4-full	130	375

Prices include one complimentary design and error corrections.
Additional services including additional photos, logos and substantial ad redesign
(refer to camera-ready guidelines for instructions)

Contact information:
Mailing address: PO Box 3, WA 98394
Office line: 253-884-4699; Fax: 253-884-4053
Website: www.keypennews.com

Sales agent: