



**41,000
Copies
Distributed!**



**A News Magazine for
Older Kansans and their Families**

Publisher: North Central-Flint Hills Area Agency on Aging
401 Houston Street, Manhattan, KS 66502
tel: 785-776-9294 | fax: 785-776-9479
www.ncfhaaa.com | sberner@ncfhaaa.com

Modular Rates Per Insertion

	1x	2x	3x	4x	5x
1/10 Page	\$103.00	\$97.00	\$92.00	\$86.00	\$76.00
1/8 Page	\$135.00	\$130.00	\$124.00	\$119.00	\$103.00
1/4 Page	\$248.00	\$238.00	\$227.00	\$216.00	\$189.00
1/2 Page	\$454.00	\$432.00	\$405.00	\$378.00	\$324.00
3/4 Page	\$678.00	\$648.00	\$594.00	\$567.00	\$486.00
Full Page	\$810.00	\$783.00	\$729.00	\$702.00	\$621.00

Modular Specifications

All dimensions ~ width x height

1/10 Page	4 1/8" x 4"
1/8 Page	6 1/4" x 3 1/2"
	4 1/8" x 5 1/2"
1/4 Page	10 1/2" x 4"
	4 1/8" x 10"
	6 1/4" x 7"
1/2 Page	10 1/2" x 8"
	5 1/4" x 16 1/2"
3/4 Page	10 1/2" x 12"
Full Page	10 1/2" x 16 1/2"

2017 Publication Deadlines

Issue	Copy Due	Street Date	Focus
Dec18/Jan/Feb 2019	Nov. 28	Dec. 5	Scams / Caregiving
Mar/Apr 2019	Feb. 16	Feb. 23	Positive Senior Living
May/June/July 2019	Apr. 24	May 1	Wellness
Aug/Sep 2018	Aug. 2	Aug. 9	Senior Finances
Oct /Nov 2018	Sept. 26	Oct. 3	Medicare Enrollment

Standard Columns

1 Column	2"
2 Column	4 1/8"
3 Column	6 1/4"
4 Column	8 3/8"
5 Column	10 1/2"



Special Opportunity

Senior Fair Packages:
 Copy due Aug. 10, 2018
 Distribution Sept. 18, 2018

“Keynotes is the best and most useful publication we receive. This says a lot, as we read about 35 papers, farm magazines and other publications such as Newsweek each month.”

~ Mary Alice, Herington



Column Inch Rates & Specifications

Open Rate: \$12.50/column inch

Frequency Discounts

- 2x ~ \$11.50/column inch
- 3x ~ \$11.00/column inch
- 4x ~ \$10.50/column inch
- 5x ~ \$9.50/column inch



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Company Information (Please type or print)

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Agreement

I agree to advertise in *Keynotes* for 1 2 3 4 5 issue(s).

Please check the issues in which your ad is to appear:

Dec./Jan./Feb. ___ Mar./Apr. ___ May/June/July ___ Aug/Sept. ___ Oct./Nov. ___

Ad Size: 1/10 Page 1/8 Page 1/4 Page 1/2 Page 3/4 Page Full Page Other _____

Authorized Signature _____ Date: _____

SUBMISSION FORMAT: Advertisements must be submitted electronically as either a PDF, TIFF, JPEG, EPS, or InDesign file. Advertisements not submitted electronically or advertisements submitted in any electronic format not specified above (e.g., Word or Publisher files) may be subject to a \$20 reformatting fee.

PROHIBITED ADVERTISING: Due to Postal Service restrictions on bulk mail for non-profit agencies, we are unable to accept advertising for the following: purchase of prescription meds outside the United States, insurance policies, credit, debit or charge cards, travel arrangements, alcoholic beverages and retail establishments that sell alcoholic beverages as their primary commodity, tobacco products, promotion of gambling, pari-mutuel betting or games of chance, or firearm sales.

APPROVAL OF ADVERTISING: All advertising is subject to approval by Keynotes and the North Central-Flint Hills Area Agency on Aging (NC-FH AAA). Advertisers and Advertising Agencies assume liability for all printed advertising content (text and illustrations) and also assume liability for any resulting claims against the Keynotes and the NC-FH AAA. Advertisers assume full responsibility to submit any copy changes in an approved electronic file format by each deadline date. If new copy has not been received by the deadline, the Advertiser's previous ad will be repeated as published in the previous issue.

COMPENSATIONS: Keynotes and the NC-FH AAA will not be responsible for any errors discovered in the ad after Keynotes has gone to press and/or has been mailed.

POSITION PLACEMENTS: Keynotes and the NC-FH AAA reserve the right to place Advertisements on any internal page position. Ad placements are on a first-come, first-serve basis as space permits. All ad placement decisions shall be at the discretion of Keynotes and the NC-FH AAA.

PAYMENT POLICY: Accounts are payable within thirty days of the invoice. Invoices are generally sent within two weeks of publication street date. Payment must be made by cash or check only. Credit card payments cannot be accepted. There is no cash discount. Advertisers and their Agencies are jointly and severally liable for payment of all invoices for advertising published in Keynotes. Keynotes and the NC-FH AAA reserve the right to change the payment terms at any time with 30 days written notice to contract holders.