



## Advertising Information and Contract

The *Life at Ken-Caryl* newspaper is published every two weeks and mailed to each home in Ken-Caryl, including the Plains, Valley, and North Ranch, as well as some local businesses, schools, and government offices. Circulation is approximately 4,700. The paper is also available electronically on our website at [www.ken-carylranh.org](http://www.ken-carylranh.org).

The mission of *Life at Ken-Caryl* is to provide a communications medium for the Ken-Caryl Ranch Master Association, the Ken-Caryl Ranch Metropolitan District, local businesses, and residents of the community. It is the only printed publication dedicated to reaching Ken-Caryl residents.

### How Do I Start Advertising?

- Please review the enclosed information and determine the size and frequency of your ad. Our newspaper is published every two weeks, and you can choose to run every issue, every other issue (which is every four weeks), monthly, just once, or on a client-specified schedule. Discounts are given for longer-term contracts.
- To reserve your ad space, complete and sign the advertising contract on the last page of this brochure and return it to Kristen either by email, mail, fax, or in person at the Ranch House.
- For new advertisers, we require upfront payment for your first two ads. We then bill in advance via email on a monthly basis for future ads. You can pay with check or cash. Once your account is set up in our system, you will also have the option to pay online with an e-check (no fee) or a credit card (\$14.95 fee).
- You can either submit your own camera-ready ad or our graphics company, Boomerang Marketing, can design your ad at no additional charge. If you would like Boomerang to design your ad, you must provide all text and high-resolution imagery for the ad. If you have a camera-ready ad, it should be submitted via email in high-resolution pdf, tif, png, or jpg format.

### Questions? Contact:

**Kristen Peterka**

[kristenp@kcranch.org](mailto:kristenp@kcranch.org)

303-979-1876, ext. 109

7676 S. Continental Divide Road

Littleton, CO 80127

[www.ken-carylranh.org](http://www.ken-carylranh.org)

## 2021 Life at Ken-Caryl Advertising Rates

Ad Size	1, 2 or 3 ads total on contract	4, 5 or 6 ads total on contract	7-12 ads total on contract	13 or more ads total on contract
Full page	\$571 per ad	\$537 per ad	\$505 per ad	\$487 per ad
Half page	\$323 per ad	\$308 per ad	\$291 per ad	\$268 per ad
Third page	\$236 per ad	\$223 per ad	\$213 per ad	\$198 per ad
Quarter page	\$180 per ad	\$173 per ad	\$168 per ad	\$162 per ad
Eighth page	\$100 per ad	\$94 per ad	\$87 per ad	\$83 per ad
1/16 page	\$55 per ad	\$52 per ad	\$49 per ad	\$45 per ad
1/32 page	\$42 per ad	\$34 per ad	\$32 per ad	\$30 per ad
Flyer Insert	The cost to insert a flyer into the paper is \$210 per issue. The advertiser must provide 4,700 copies of the insert and deliver them to the Ranch House or Signature Offset Printing by the published deadline date. Inserts should be 6 by 9 inches or larger but not exceed a final folded size of 8.5 by 11 inches and should not exceed .4 ounces in weight. We recommend not using slick paper because the inserts may fall out during the mailing process. The advertiser agrees to pay an additional fee for inserts short of 4,700 or weighing more than .4 ounces each.			
Color Ad Premium (Only Available on Back Page or Center Spread)	<p>Our newspaper is primarily black and white, but a limited number of color spots are available for an additional fee on the center spread (any size ad) or back page (full-page ads only). Space for color ads is on a first come, first served basis. If you want a color ad, you pay the regular ad rate plus the following premium:</p> <ul style="list-style-type: none"> <li>• \$150 extra per issue for a full-page ad on the back page with full color</li> <li>• \$90 extra per issue for a full-page ad on the back page with a single spot color</li> <li>• \$130 extra per issue for a full-page ad on the center spread with full color</li> <li>• \$80 extra per issue for a half-page or smaller ad on the center spread with full color</li> </ul>			

### Ad Sizes and Available Dimensions

Ad Size	Orientation	Width	Height
Full Page	Vertical	10.25"	16"
Half Page	Vertical	7.625"	10.625"
	Vertical	5"	16"
Third Page	Horizontal	10.25"	8"
	Vertical	5"	10.5"
	Horizontal	7.625"	7"
Quarter Page	Horizontal	10.25"	5.33"
	Vertical	5"	8"
	Horizontal	7.625"	5.33"
Eighth Page	Horizontal	10.25"	4"
	Vertical	2.375"	8"
	Horizontal	5"	4"
1/16 Page	Horizontal	7.625"	2.625"
	Vertical	2.375"	4"
	Horizontal	5"	2"
1/32 Page	Horizontal	2.375"	2"
	Horizontal	5"	1"

# *Life at Ken-Caryl*

## Deadlines & Issue Dates

All ads, letters to the editor, articles, and other submissions must be submitted **no later than** 5 p.m. on the deadline date.

When ad-to-copy ratio is met, *Life at Ken-Caryl* reserves the right to close the issue to incoming advertisements prior to the stated deadline.

## 2021

Deadline Date			Wednesday Issue Date	
December	28		January	6
January	11		January	20
January	25		February	3
February	8		February	17
February	22		March	3
March	8		March	17
March	22		March	31
April	5		April	14
April	19		April	28
May	3		May	12
May	17		May	26
<b>May</b>	<b>28</b>	**	June	9
June	14		June	23
June	28		July	7
July	12		July	21
July	26		August	4
August	9		August	18
August	23		September	1
<b>September</b>	<b>3</b>	**	September	15
September	20		September	29
October	4		October	13
October	18		October	27
November	1		November	10
November	15		November	24
November	29		December	8
December	13		December	22

\*\* Denotes early deadline due to a holiday.

# Advertising Contract for *Life at Ken-Caryl*

Bi-Weekly Newspaper of the Ken-Caryl Ranch Master Association

7676 S. Continental Divide Rd. ● Littleton, CO 80127 ● 303-979-1876, ext. 109

Kristen Peterka, Communications Coordinator ● [kristenp@kcranch.org](mailto:kristenp@kcranch.org) ● [www.ken-carylrancho.org](http://www.ken-carylrancho.org)

**Check payable to: KCRMA      Credit card (fee applies) and e-check accepted online for established accounts.**

Name of Business: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Suite: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email\*: \_\_\_\_\_ Phone #: \_\_\_\_\_

*\* The monthly billing statement will be sent to this email address unless you request mailed paper statements.*

**Special Instructions (if applicable):**

**In how many issues over the next year do you want to run your ad?**

(Enter a number between 1 and 26) \_\_\_\_\_

**What issue date do you want to start?** \_\_\_\_\_

**What frequency do you want to run your ad?** *Note: Our newspaper is published every two weeks.*      **Rate Per Issue:** \_\_\_\_\_

Every issue     Every other issue     Monthly     One time     Client-specified schedule

**What size ad do you want?**     1/32     1/16     1/8     1/4     1/3     1/2     Full Page     Flyer Insert

### Color Premium for Back Page or Center Spread

Our newspaper is primarily black and white, but a limited number of color advertising spots are available for a premium on the center spread (all ad sizes) and back page (full-page ads only). Space for color ads is on a first come, first served basis. If you want a color ad, you pay the regular ad rate plus a premium:

- I agree to pay \$150 extra per issue for a full-page ad on the back page with full color.
- I agree to pay \$90 extra per issue for a full-page ad on the back page with a single spot color.
- I agree to pay \$130 extra per issue for a full-page ad on the center spread with full color.
- I agree to pay \$80 extra per issue for a half-page or smaller ad on the center spread with full color.

### Terms and Conditions

1. All rates and policies are subject to change or termination upon 14-day notice by the publisher.
2. All advertisements contracted for must be placed within one year of the first advertisement.
3. Advertiser must submit all new ad materials, changes to existing ads, and cancellations in writing to the publisher by the stated deadline.
4. Advertiser is responsible for paying an additional fee of not less than \$50 for significant changes to ads if requested after the deadline date.
5. Advertisements and inserts contracted for but not received or cancelled by the deadline date will result in normal charges to the advertiser as if the ad or insert had been placed.
6. For new advertisers, payment for the first two ads must be made at the time contracted.
7. Billing will occur monthly in advance via email unless the advertiser requests a mailed paper statement.
8. Advertising payment is due by the 20th of each month. If payment is not received by the due date, the ad may not run in the following issue and the contract may be cancelled. A \$10 fee will be assessed each month until the account is brought current.
9. In the event of advertiser default, the publisher will cancel the contract until the account is current.
10. A fee of \$25 will be assessed for cancellation of the contract by the advertiser as well as a rate adjustment on prior advertising, equal to the difference between the full and discounted rate.
11. In the event of default, defaulting party agrees to pay all costs resulting from default including cost of collection and legal fees.
12. Advertiser agrees to pay an additional fee for inserts short of 4,700 or weighing more than .4 ounces each.
13. We do not guarantee placement of ads on requested page locations, unless the back page or center spread color premium is paid.

### Advertising Policy

Ads will only be accepted for publication with this signed contract. All advertising in *Life at Ken-Caryl* is placed on a space-available basis and subject to any requirements and fees imposed from time to time by the Ken-Caryl Ranch Master Association (publisher). The publisher reserves the right to allow advertising at no charge or to refuse any advertising that, at its sole discretion, is determined not to be in the best interest of its readers or business policies. The publisher reserves the right to refuse service to a business that has previously been in default and to require full payment of advertising in advance from an advertiser who has been delinquent in making payments previously. The publisher assumes no liability for typesetting or printing errors on ads approved by the advertiser. In the event of errors by this paper, corrections will be run at no cost to the advertiser in the next available issue. We accept responsibility for errors solely in the first issue in which they appear. It is the responsibility of the advertiser to notify the publisher of any errors prior to the deadline date for the next issue in which the ad is to appear again. The publisher assumes no liability for camera-ready ads that do not meet size and/or quality requirements. When ad-to-copy ratio is met, the publisher reserves the right to close the issue to any or all incoming advertisements prior to the stated deadline. Billing is conducted in advance through a monthly email statement unless the advertiser requests a mailed paper statement. Acceptance of advertising in *Life at Ken-Caryl* does not constitute an endorsement of the products or services advertised. Newspapers, not tear sheets, are sent to each advertiser. Residents wishing to advertise must be in good standing with the Ken-Caryl Ranch Master Association. The below-signed client hereby agrees to adhere to this policy, terms and conditions, and guarantees payment of all sums due pursuant to the terms of this agreement.

» \_\_\_\_\_ « \_\_\_\_\_  
**Signature of Individual Responsible for Ad Payments      Date Signed**

Office Use Only:		Renewal	New	Start Date	Acct #				
1.	4.	7.	10.	13.	16.	19.	22.	25.	
2.	5.	8.	11.	14.	17.	20.	23.	26.	
3.	6.	9.	12.	15.	18.	21.	24.		