

Who's Who in Kentucky Associations 2018



A Publication of the Kentucky Society of Association Executives

WHO ARE WE?

KSAE represents the **Presidents, CEOs and Directors** of Kentucky's leading Associations.

WHY THE KENTUCKY SOCIETY OF ASSOCIATION EXECUTIVES?

- ◆ Over **\$40 million** is spent in the following areas:
- ◆ **Meetings and Events** ranging from 10 to 1000+ attendees
 - ◆ Our Top 5 meeting destinations:
 - *Louisville*
 - *Lexington*
 - *Bowling Green*
 - *Owensboro*
 - *Covington*
- ◆ **Products and Services** include:
 - *Hotels*
 - *Restaurant*
 - *CVBs*
 - *Insurance*
 - *Planning and Event Management*
 - *Meeting Facilities*
 - *Web design/IT*
 - *And more!*

ABOUT THE PUBLICATION



Who's Who in Kentucky Associations

is the official publication of the Kentucky Society of Association Executives. This professionally designed directory is a critical component of the Kentucky Society of Association Executives' communications program and features relevant content for people directly involved in the association profession. When our readers are ready to contract services and products for their businesses, ***make sure they think of you first.***

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Who's Who in Kentucky Associations 2017*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
9/3/2018	November 2018

NET ADVERTISING RATES: KENTUCKY SOCIETY OF ASSOCIATION EXECUTIVES

Size	Color
Covers	\$1,450
Full Page	\$1,150
1/2 Page	\$850
1/4 Page	\$500
Digital Media	
Standard View Skyscraper	\$400
Standard View Landing Page	\$400



Covers include: inside front cover, inside back cover and back cover.

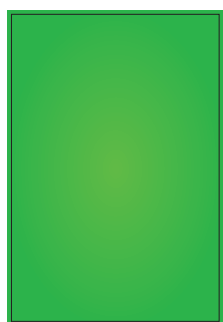
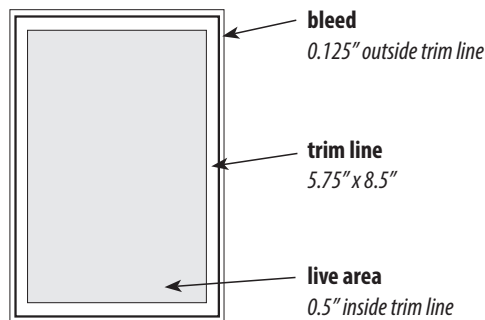
All rates are for full-color advertisements.

SPECIFICATIONS: KENTUCKY SOCIETY OF ASSOCIATION EXECUTIVES

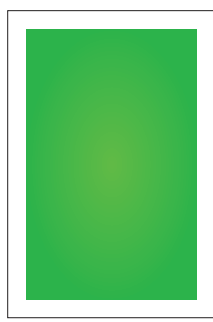
Page Size	5.75" x 8.5" (trim)
Full Page* (trim)	5.75" x 8.5"
Full Page (insert)	4.75" x 7.5"
1/2 Page Horizontal	4.75" x 3.625"
1/2 Page Vertical	2.375" x 7.5"
1/4 Page	2.375" x 3.625"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

* Full-page ads are intended to bleed off the page (see example)

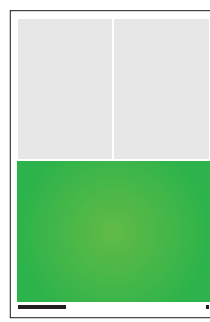
- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



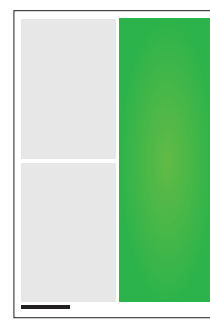
Full Page (bleed)



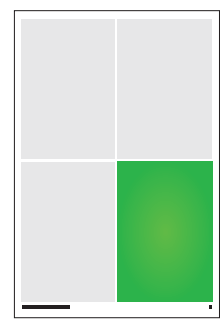
Full Page (w/o bleed)



1/2 Horizontal



1/2 Vertical



1/4 Block

DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com



www.innovativepublishing.com

DIGITAL ADVERTISING



Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:

Available positions: 1

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels