

Advertising Rates (Per Issue Rate)

Inside Four Color

Size	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
*Full Page	8.25" x 10.25"	\$845	\$760	\$685
1/2 Page Vert.	3.1875" x 8.75"	\$490	\$440	\$400
1/2 Page Horiz.	6.75" x 4.25"	\$490	\$440	\$400
1/4 Page Vert.	3.1875" x 4.25"	\$290	\$260	\$235
1/4 Page Horiz.	6.75" x 2"	\$290	\$260	\$235
1/6 Page Vert.	2" x 4.25"	\$235	\$210	\$195
1/6 Page Horiz.	4.375" x 2"	\$235	\$210	\$195
1/8 Page	3.1875" x 2"	\$175	\$160	\$145

Inside Black & White

Size	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
*Full Page	8.25" x 10.25"	\$720	\$650	\$585
1/2 Page Vert.	3.1875" x 8.75"	\$400	\$360	\$325
1/2 Page Horiz.	6.75" x 4.25"	\$400	\$360	\$325
1/4 Page Vert.	3.1875" x 4.25"	\$220	\$195	\$175
1/4 Page Horiz.	6.75" x 2"	\$220	\$195	\$175
1/6 Page Vert.	2" x 4.25"	\$165	\$150	\$135
1/6 Page Horiz.	4.375" x 2"	\$165	\$150	\$135
1/8 Page	3.1875" x 2"	\$125	\$110	\$100

Premium Color Cover

Placement	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
*Inside Back	8.25" x 10.25"	\$875	\$785	\$705
*Inside Front	8.25" x 10.25"	\$895	\$805	\$725
*Outside Back	8.25" x 10.25"	\$925	\$835	\$750

*Includes a .25" bleed for printing purposes. Our design team can completely design your ad for you or we can make changes to an ad that has already been created. We charge a very reasonable rate of \$25 per quarter page, \$50 per half page, and \$100 per full page.

Submission Deadlines

All materials must be submitted to Connie "Crash" Humiston (see "Contacts") no later than the 15th of the month preceding the issue month:

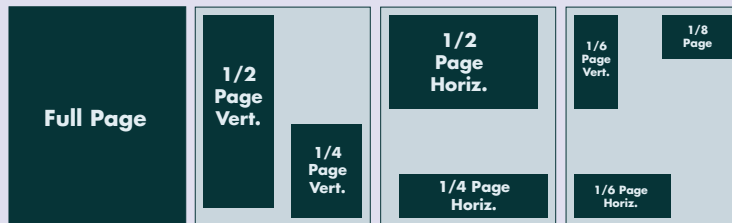
- Feb/March
- April/May
- June/July
- Aug/Sept
- Oct/Nov
- Dec/Jan

Payment Terms

- 2% 10 Days; Net 30.
- There is a charge of 1.5% per month (18% annually) on any unpaid amounts over 30 days from invoice date.
- Payments may be made by check, money order, Visa or MasterCard.
- If an advertisement is placed by an agency, the agency and the advertiser are jointly responsible for payment.
- The JAM® Advertising Manager may, at any time, require payment at time of submission.

Specifications

Ad Sizes



Submission Guidelines

The software we will accept ads and artwork from are:

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Acrobat

Illustrator File Specifications

AI or EPS format
CMYK or Grayscale
All images must be 300dpi or higher
All photos must be linked and put in the folder
Convert all fonts to outlines

Photoshop File Specifications

PSD or TIFF formats
CMYK or Grayscale
300dpi or higher

InDesign Files Specifications

CMYK or Grayscale
All images must be 300dpi or higher
All images and fonts must be linked and put in the folder

Acrobat Files Specifications

PDF with Highest Quality setting
300dpi or higher
CMYK or Grayscale
All images must be 300dpi or higher
All fonts must be imbedded

If you are sending ads and artwork by mail, please send a CD with vector art or a 300dpi image. All of the fonts must be converted to outlines or put on the CD. All of the images must be embedded or put on the CD. If you don't have an electronic version that meets these requirements, or if it is the wrong size, we will charge you the \$25 per hour fee to recreate the ad. When you send your ads and artwork, please provide your contact info, including phone, fax and e-mail address.

Contacts

Purchase & Questions

Connie "Crash" Humiston
JAM Advertising Manager
advertising@kcjazzambassadors.com
816-591-3378

Creative Services

Cambria DeLee
JAM Advertising Designer
www.cambriacreative.com
cambriaku@yahoo.com

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