

Effective 2014

Ad Sizes	Dimensions
Kentucky Monthly Print	
2-page spread	Trim: 16.25" x 10.875" Bleed: 16.5" x 11.125" Non-bleed: 15.125" x 10"
Full page	Trim: 8.125" x 10.875" Bleed: 8.25" x 11.125" Non-bleed: 7" x 10"
2/3 page	Bleed: 5.25" x 11.125" Non-bleed: 4.625" x 10"
1/2 page vertical	4.625" x 7.735"
1/2 page horizontal	Bleed: 8.25" x 5.5" Non-bleed: 7" x 4.875"
1/3 page vertical	Bleed: 2.875" x 11.125" Non-bleed: 2.25" x 10"
1/3 page square	4.625" x 4.875"
1/6 page	2.25" x 4.875"

Holiday Gift Guide	
Full page	Trim: 7.25" x 7.5" Bleed: 7.55" x 7.75" Non-bleed: 6.25" x 6.5"
1/2 page horizontal	6.25" x 3.185"
1/2 page vertical	3.0625" x 6.5"
1/4 page	3.0625" x 3.185"
Cover Position	Bleed: 7.5" x 7.75"

kentuckymonthly.com	
Web Banner	728 pixels x 90 pixels
Web MPU	300 pixels x 250 pixels

eNewsletter	
eNews MPU	180 pixels x 150 pixels

Travel Kentucky	
Banner	320 pixels x 50 pixels
Photo (PNG file type preferred)	Vert 640 pixels x 500 pixels Horiz 640 pixels x 900 pixels

Printing mechanics

Bindery method: Perfect bound
Book trim size: 8.125" x 10.875"
Bleed size: 8.25" x 11.125"
Live: 7" x 10"

Safety margins: Keep .25" safety margin in from edge on all live matter. Allow additional .125" gutter safety per page on live matter that crosses the gutter.

Requirements for Print Advertising Material

- Kentucky Monthly will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.
- All artwork must be submitted in a press-ready format. Adobe PDF or PDFx-1 is preferred, but TIFF, JPG or EPS files at 300 dpi are also acceptable. Please embed all fonts and images. Convert all artwork to CMYK.
- Publisher, PageMaker or Microsoft Word files are not acceptable. Kentucky Monthly can re-create the ad at our production rate.
- If color accuracy is important, ads should include a matchprint or equivalent digital color proof.
- Kentucky Monthly is printed in process color. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival.
- Trim size for Kentucky Monthly magazine is 8.125" x 10.875". Bleed has been accounted for in the "Bleed Ads" sizing. Live matter in bleeding ads must be kept at least .25" (1/4 inch) within the area of the ad to avoid being lost in the final trim. When possible, please design your ads so they can be positioned on odd or even pages. While Kentucky Monthly does not recommend it, any type crossing the gutter should be positioned 1/8" from the gutter on each page to provide 1/4" total separation.
- Advertisers needing an ad created by Kentucky Monthly are required to submit materials no later than the closing date. Kentucky Monthly assumes no liability for errors that occur in ads after client approval.

Requirements for Digital Advertising Material

- All files must be converted to RGB and 72 dpi. Acceptable formats are animated GIF, JPG, PNG or SWF.
- Maximum file size: 50K; maximum number of loops: 3; maximum frames for animated GIFs: 4.

Inserts

Advertisers running preprinted inserts will be supplied specifications and approval procedures. A full-size mock-up must be submitted for review prior to printing. Multipage preprints with advertorial text must conform to American Society of Magazine Editors guidelines.

Late artwork

Kentucky Monthly is not responsible for reproduction quality if material is received after deadline. Materials must be received by deadline and are subject to charges for text changes, electronic production and output. Corrections will be charged to the advertiser or its agency.

File Submission

E-mail: kelli@kentuckymonthly.com
For files too large to email, we recommend the use of Hightail or Dropbox. For more information, contact the art department.

Production Questions:

kelli@kentuckymonthly.com or 888.329.0053

Creative services

Our creative team can provide their design skills for all your creative needs. Our talented team has won **NUMEROUS** awards, including Silver and Gold **ADDY AWARDS** and back-to-back first-place **TRAVERSE AWARDS** through the Kentucky Travel Industry Association (KTIA). Allow us to help you with your future creative needs.



Guidelines for an Effective Ad

Generally, for a 1/6 page ad, a good setup consists of a headline of 4 to 8 words, a logo, one photo or illustration, and no more than 40 words of body copy including your company name and contact information. For larger ads, we suggest you make a trial setup of your ad by drawing up an ad frame—refer to the size chart (on opposite side) for dimensions—and hand writing your information into it. If you can't make it fit, chances are neither can we.

Copy

Too much copy is worse than too little. Readers are less inclined to read your ad if it looks complicated or if the type is too small. Remember, the purpose of your ad is to get consumers who have an interest in your product or service to contact you. Our staff will gladly work with you to ensure that your message is getting across.

Layout

If you have ideas about how the finished ad should look, please send along suggestions and/or a sketch of your proposed layout. If not, we will design your ad for you and allow you to approve it before it is published.

Final Assembly

Kentucky Monthly's art department cannot start producing an ad until all the ad components are in our office and final copy and layout options have been decided.

Creative Service Pricing

Print/Digital Creative	\$75/hour (billed in 30-minute increments)
Studio Photography	\$75/hour
Location Photography	\$75/hour plus \$150 location fee
Stock Photo Usage	\$20 per image

Custom Ads (created by Kentucky Monthly)

Advertisers must supply: photographic prints, original logo art, final typed copy, and any desired line art or illustrations.

Original logo art on photographic-quality paper is essential for good reproduction in the magazine. Unless appropriate original material is supplied, Kentucky Monthly cannot be held responsible for print reproduction.

Kentucky Monthly will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material closing date.

Changes To Existing Ads

No changes can be made to supplied ads; the advertiser must re-supply the ad material. Copy changes can be made to ads created by Kentucky Monthly at a cost of \$75 per hour billed in 30-minute increments.

Creative Brief Form

To assist us in the creation of your ad, please complete the Kentucky Monthly creative brief. This brief will help us better understand your needs and business goals, streamline the ad creation process and produce the most effective ad possible. Please contact your sales rep or the art department to obtain a form.

"Kentucky Monthly is my go-to creative place for all of my design needs. Whether it be a simple ad or extravagant display, Kelli and her team are always able to help! Being a small tourism bureau, I have to watch my money closely and no matter my budget, Kentucky Monthly is able to assist. Their work is always first-class and professional; I recommend them every chance I get!"

— Katie Fussenegger, Shelbyville Tourism

Contact our art department:

Kelli Schreiber, Art Director
kelli@kentuckymonthly.com
Direct: 502.227.0053

Kentucky Monthly