

**Advertising Space Order Form**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TEL (\_\_\_\_\_) \_\_\_\_\_ / \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_ I wish to order the following advertising space. Enclosed is my check in the amount of \$ \_\_\_\_\_.

***Kansas Radio/TV Directory***

**Updated in June; published in July.**

I wish to order the following space in the directory: (Circle one)

**Full page / ½ Page / Inside Front / Inside Back / Outside Back**

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**KAB Transmitter** (Newsletter)      **Monthly, except July**

\_\_\_\_\_ (# of insertions)    List Months

Dimensions: \_\_\_\_\_

**Return to: Kansas Association of Broadcasters  
2709 SW 29<sup>th</sup> St., Topeka, KS 66614**



**Advertising Rates  
for  
*Kansas  
Radio/Television  
Directory***

and  
***KAB Transmitter***  
Newsletter

Kansas Association of Broadcasters  
2709 SW 29<sup>th</sup> St.  
Topeka, KS 66614  
(785) 235-1307  
FAX (785) 233-3052

e-mail: [harriet@kab.net](mailto:harriet@kab.net)  
web site: [www.kab.net](http://www.kab.net)

## ***Kansas Radio and Television Directory***

**Format:** The directory is a soft cover book, 8 1/2" x 11"; one color only; no bleed pages.

**Contents:** The directory contains a complete listing of Kansas radio and television stations. Address, phone number, FAX number, e-mail, Web site, general manager, other management personnel, frequency/channel, format, power and hours of operation are included for all stations. Also included are associate members, network affiliations, KAB officers and directors, committee chairmen and past presidents.

**Distribution:** 400 copies. The directory is provided to station and associate members and to purchasers.

**Payment Schedule:** Check must accompany space order form.

**Requirements:** Copy is to be camera ready to fit format.

**Closing Date: July 6**

### **Rate Schedule (Net):**

|                                   |        |
|-----------------------------------|--------|
| Full Page (7" wide x 10" long)    | \$ 325 |
| 1/2 Page (3 1/4" wide x 10" long) | \$ 250 |

### **Preferred Positions:**

|                                |        |
|--------------------------------|--------|
| Inside Front Cover (Full Page) | \$ 450 |
| Inside Back Cover (Full Page)  | \$ 400 |
| Outside Back Cover (Full Page) | \$ 525 |

## ***KAB Transmitter***

Published and distributed via e-mail or FAX monthly (except July) to KAB members and subscribers.

**Format:** 8 1/2" x 11"; three column, typeset. Three pages, or as articles and advertising requirements dictate. Column width - 2 1/8"; column length - 9 1/4".

**Contents:** A composite of industry news of interest to broadcasters, news of Kansas stations and people, and KAB activities.

**Distribution:** To station and associate members, subscribers and selected others, a total of 250.

**Payment Schedule:** Check must accompany space order form.

**Requirements:** Copy is to be camera ready to fit format; by e-mail, preferred.

**Closing Dates:** 20th of the month for that month's issue.

### **Rate Schedule (Net):**

Rates given are "Per Insertion" rates. One Color

*SIGNATURE AD: 2 1/8" wide x 2" long*  
20.00 (1x) 18.00 (3x) 16.00 (5x) 14.00 (8x)

*1/6 PAGE: 2 1/8" wide x 4 1/2" long*  
55.00 (1x) 45.00 (3x) 35.00 (5x) 25.00 (8x)

*1/3 PAGE: 2 1/8" wide x 9 1/4" long*  
100.00 (1x) 90.00 (3x) 80.00 (5x) 70.00 (8x)