



Kernersville

LIVING

Media Kit

L I V I N G T H E G O O D L I F E



Photography by Jerri Crews

- Reach 20,000 Kernersville readers for as low as 1 cent per read.
- Your Business Image is enhanced with our high quality, four color heavy gloss.
- Free Monthly Magazine distributed in over 100 locations including Kernersville and Walkertown grocery stores.
 - Front cover Impact Advertising and Business Profiles available.
- Shelf life of over 30 days gives the reader the chance to see your ad multiple times

OUR READERS ARE . . .

SUCCESSFUL	72% ARE PROFESSIONALS
EDUCATED	79% ATTENDED COLLEGE
POWERFUL	85% MAKE ALL IMPORTANT PURCHASING DECISIONS FOR THEIR HOUSEHOLDS
SELF-RELIANT	72% ARE HOMEOWNERS
IN THEIR PRIME	81% ARE AGES 25 TO 59
CULTURED	69% PURCHASED EVENTS TICKETS IN THE PAST YEAR
AFFLUENT	75% HAVE A HOUSEHOLD INCOME OVER \$65,000

REACH MORE THAN 20,000 READERS

AD PRODUCTION

Our staff of professional graphic designers can produce original ads for your business. Ads designed by our staff must be approved and finalized by ad materials deadline. Production charges will be assessed for advertising that is not camera-ready.

Ad Design and layout produced by our staff or changes to ads submitted by clients will be billed at \$100 per ad. Chargeable alteration include, but are not limited to:

- 1) Changes made to existing ads that were produced by Kernersville Living or supplied by advertiser electronically.
- 2) Reduced or enlarged supplied art to comply with Kernersville Living size dimensions. Cost estimates are available upon request.

SPECIAL POSITIONS

Compliance with request guaranteed only with position premium and subject to space availability and content approval.

Guaranteed Placement – Earned frequency rate plus 10% – available on 1/2 page size or larger.

Four-color process only. No PMS or match colors. Rates based on supplied artwork that meet our production specifications.

PAYMENT POLICY

For first-time advertisers, payment is due with the insertion order. Established accounts will be billed with payment due on receipt of invoice.

CREDIT CARDS

We accept Visa, MasterCard, Discover and American Express

MAKE-GOOD POLICY

Errors attributable to Kernersville Living will be considered for a make-good policy by the publisher. Errors must be reported to your account executive within two weeks of publication. Kernersville Living is not responsible for errors overlooked by advertisers once the ad has been approved. Kernersville Living is not responsible for ads submitted without a hard copy proof.



All rates are per issue and are noncommissioned.
**FOR ADVERTISING INFORMATION,
 CONTACT YOUR SALES EXECUTIVE TODAY!**
 Phone (336) 671-2636
 Email: KernersvilleLiving@gmail.com

FOUR-COLOR RATE INFORMATION

Rates Per Issue	1X	3X	6X	12X
2-page spread	1725	1595	1510	1430
Back Cover	1550	1400	1325	1250
Inside Cover	1200	1100	1040	980
Full Page	1090	990	900	855
1/2 Page	750	680	645	615
1/4 Page	540	490	465	440
1/8 Page	320	290	270	250
Business Card Total		495	895	1595

R A T E I N F O R M A T I O N

A D S P E C I F I C A T I O N S

Kernersville Living is a web offset printed, four-color process, stitched and trimmed magazine. Our pre-press is done in-house and we utilize computer-to-plate versus conventional film. All advertisements must be submitted digitally. Computer-To-Plate or CTP is an electronic pre-press process that images text and graphics directly to a printing plate - without the use of film. The result is the elimination of an entire generation in the pre-press process, meaning better quality.

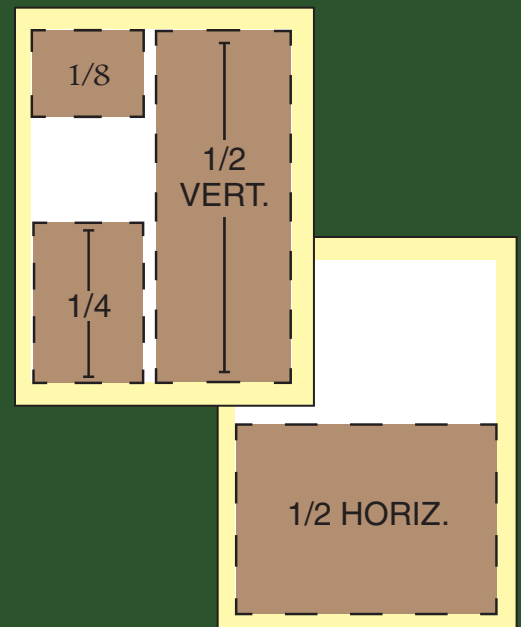
DIGITAL ADVERTISING FILE FORMATS

Windows compatible platform disks and files ONLY.

- ▶ Applications: Adobe Illustrator, InDesign and Photoshop
- ▶ File types accepted are: InDesign, TIFF, EPS, PDF, JPEG and Illustrator. If changes are required JPEG and TIFF are not acceptable.
- ▶ JPEG is not recommended due to quality and resolution complications, but is acceptable.
- ▶ Must include all fonts (printer and screen fonts) and graphics used in file.
- ▶ Resolution must be 300 dpi for all halftone images. (1100 dpi for bitmapped images) All colors must be converted to CMYK. Pantone and spot colors cannot be accepted.
- ▶ Allow at least 1/4" bleed outside the trim on all sides for all full-page bleed ads. Allow 1/2" blank border inside the trim around all full-page ads that are non bleed.

AD CLOSING DATES-10TH OF THE PRECEEDING PRINT MONTH

SIZE	WIDTH	X	HEIGHT
Spread trim size	16.75"	x	10.875"
Full page (trim size)	8.375"	x	10.875"
Full page bleed	8.625"	x	11.125"
Live Area not to exceed	7.875"	x	10.375"
Full page (no bleed)	7.375"	x	9.875"
1/2 page horizontal	7.25"	x	4.75"
1/2 page vertical	3.75"	x	9.85"
1/4 page	3.56"	x	4.75"
1/8 page	3.56"	x	2.375"



A KERNERSVILLE LIVING, INC. PUBLICATION

931-B S. Main St. | Suite #306 | Kernersville, NC 27284

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