

# AD Rate Card

## Your Advertising Contacts

### A. Publishing Company

Offinger Management Co.  
1100-H Brandywine Blvd, Zanesville OH USA 43701-7303  
Phone: 740-452-4541 • Fax: 740-452-2552  
E-mail: TKGA@Offinger.com  
www.TKGA.com • www.Offinger.com

### B. Advertising Sales

Jane Miller  
Phone: 740-452-4541 ext. 3202 • Fax: 740-452-2552  
E-mail: Jmiller@Offinger.com

### C. Managing Editor

Jane Miller  
PH: 740-452-4541 ext. 3202 • Fax: 740-452-2552  
E-mail: Jmiller@Offinger.com

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## Mailing and Shipping Instructions

### A. Insertion Orders/Agreements

Send to *Cast On* magazine  
Attn: Jane Miller  
Fax: 740-452-2552 • E-mail: Jmiller@Offinger.com

### B. Ad Material

Send to *Cast On* magazine  
Attn: Jane Miller  
1100-H Brandywine Blvd, Zanesville OH USA 43701-7303

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## Display Ad Rates and Programs

(TKGA Retailer/Corporate Members take off additional \$10. Must provide Member ID number on ad order form. To join TKGA, visit www.TKGA.com.)

### A. Four-Color, Inside Magazine, Net Price

	1X	3X	4X
Full page	\$1,020	\$950	\$900
1/2 page	\$560	\$525	\$500
1/3 page	\$450	\$420	\$400
1/4 page	\$410	\$380	\$360
1/6 page	\$330	\$305	\$290
Yarn Shop (approx. 1/8 pg)	\$200	\$200	\$150

### B. Covers, Four-Color, Net Price

	2X	4X
Premium Back Cover	\$1,450	\$1,300
Premium Inside Front or Inside Back Cover	\$1,200	\$1,100

### C. Black and White, Inside Magazine - less 10%

### D. 2-Color, Inside Magazine - less 5%

### E. Yarn Shop Ad Program!

Exclusively for retailers, this special section of color ads is the perfect environment for announcing special events, sales and offers. Great for attracting Internet, local and vacationing customers! Find customers nationwide! \$200/issue or save even more by advertising in 4 consecutive issues for just \$150/issue. 2 3/8"W x 2 3/8"H.

### F. Frequency Discount

Rates are based on number of insertions during a 12-month period. Ad sizes may change from issue to issue.

### G. FREE Web ad to any paid *Cast On* Advertiser

Submit your link and a digital ad (maximum of 250 pixels square at 72dpi or ppi – file size no larger than 40 KB) to be posted on the righthand column of the TKGA Web site events page through the remainder of the current year. (Can't prepare your own? We'll do it for you for \$50 – if you provide a digital logo and give us limited text; we recommend 30-50 characters.)

# AD Rate Card • Continued

## Advertising Closing Dates

Issue	Ad Closing	On Sale Dates
Spring .....	11/2.....	2/1
Summer .....	2/4.....	5/1
Fall .....	5/2.....	8/1
Winter.....	8/3.....	11/1

## Classified Ads

**A. Rates • Specification** \$1.75 per word (\$1.65 per word for TKGGA Corporate Members) • Maximum of 20 lines, with each line holding up to 33 characters including spaces.

### B. Submitting Copy

Attn: *Cast On* magazine classified  
Mail, fax or E-mail copy to Jane Miller at  
Jmiller@Offinger.com.

### C. Issue • Number of Insertions

Specify start issue OR if for next available issue. Indicate if your ad is for one issue only or if it is to run until we receive your written cancellation.

## Ad Material Requirements

### Electronic Submission Preferred

- Adobe Illustrator 10 (can accept versions 7.0 and above)
- Adobe PhotoShop 6.01 (can accept versions 4.0 and above)
- QuarkXpress 5.0 (can accept versions 3.3 and above)
- InDesign (can accept versions 2.0 and above)

### Ads may be supplied on the following media:

- CD or FTP transmission available. Call Jane Miller at 740-452-4541 ext. 3202 for access information.

### Please include the following:

- A well-labeled CD case that includes advertiser,

issue/year, and address and a copy of the insertion order. (Media will be returned if requested.)

- Color proof (rainbow is acceptable) that includes size output dimensions.

All fonts used in ad - (Postscript Type 1 fonts only) - both the suitcase and printer font; No TrueType or Bitmapped fonts accepted. For example- if you use AGaramond Bold, collect entire AGaramond family - both suitcase and resource file components, to eliminate processing delays.

- All high resolution TIF or EPS files in CMYK format for color, or grayscale for black and white ads, minimum resolution of 300 DPI. Black and white line art should be 1200 DPI, EPS files.
- Any special extensions you have used that would not be supplied with a program disk.
- Any special instructions needed for optimum results.

**IMPORTANT:** Please verify your files prior to submission using an updated anti-virus program. Files not passing current ATM Deluxe verification or Norton Anti-Virus will be returned at Advertiser's expense.

### Film Submissions Accepted

We also accept properly formatted ad films:








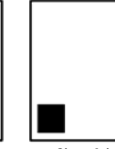
- Four-color ad films should be color-separated, prepared right-reading emulsion side down and at 133 line screen.
- Include a color proof (rainbow is acceptable) with size output dimensions.
- Any special instructions needed for optimum results.
- A self-addressed, stamped envelope with request for the return of films is necessary.

## Ad Services

### The following rates will apply upon Advertiser's request for assistance:

- Production charges and edits, billed at \$90 per hour; minimum one hour charge.
- Color-separated films, billed at \$35 per film, or \$100 for films for a 4-C ad up to 8" X 10".
- Color proof, billed at \$50 per proof, up to 8.5" X 11". Please allow a minimum of 10 days for preparation, proofing and approval.

All ad rates listed are net and subject to change.

<h1>Ad Sizes</h1>	<p>Full Page BLEED 8 3/4" W x 11 1/4" H TRIM 8 1/4" W x 10 3/4" H LIVE 7 1/4" W x 9 3/4" H</p> 	 <p>1/2 Page VERTICAL 3 1/2" W x 9 3/4" H</p>	 <p>1/2 Page HORIZONTAL 7 1/4" W x 4 3/4" H</p>	 <p>1/3 Page SQUARE 4 3/4" W x 4 3/4" H</p>	 <p>1/4 Page VERTICAL 3 1/2" W x 4 3/4" H</p>	 <p>1/6 Page VERTICAL 2 3/8" W x 4 3/4" H</p>	 <p>1/6 Page HORIZONTAL 4 3/4" W x 2 3/8" H</p>	 <p>Shop Ad ONE SIZE 2 3/8" W x 2 3/8" H</p>
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# Advertising Insertion Order Form

Advertiser's Name \_\_\_\_\_

Contact's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_

E-mail \_\_\_\_\_ @ \_\_\_\_\_

Bill To \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Completing this form serves Publisher notice that you agree to be contacted by mail, phone, fax and/or E-mail.

Frequency Rate \_\_\_\_\_ This is ad number \_\_\_\_\_ of a total of \_\_\_\_\_ ads

Issue(s)	Ad Size/Type (V or H)	Material Due	Net Rate
<b>Net Total:</b>			

**TKGA Corporate Member ID Number:** \_\_\_\_\_  
 (Must provide TKGA ID number to receive member discount ad rate.)

**Special Instructions:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Send Contracts, Insertion Orders:**  
 Fax or E-mail to *Cast On* magazine • Attn: Jane Miller  
 PH: 740-452-4541 ext. 3202 • Fax: 740-452-2552  
 E-mail: [Jmiller@Offinger.com](mailto:Jmiller@Offinger.com)

*(For your protection: whenever secure web payment is not available, do not e-mail forms containing credit card payment information. Use fax or mail.)*

**Send Ad Materials:**  
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 1100-H Brandywine Blvd, Zanesville OH USA 43701-7303  
 PH: 740-452-4541 ext 3202 • Fax: 740-452-2552  
 E-mail: [Jmiller@Offinger.com](mailto:Jmiller@Offinger.com)

## Agreement Terms

1. Advertising purchased with this agreement is subject to the terms and conditions of the agreement itself and the current rate card.
2. The Publisher shall have no liability for the omission of any advertisement(s), except in which event the Advertiser shall not be charged for the omitted advertisement(s).
3. Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish any advertisement(s).
4. Payments for advertising must be made within 30 days of invoice date.
5. Advertisement positioning is at the discretion of the Publisher and/or Editor, except where a specific position is reserved and paid per the display advertising rates.
6. The word "advertisement" will be placed in copy that, in the Publisher's and/or Editor's opinion, resembles editorial matter.
7. No cancellations accepted after the closing date. Cancellations must be made in writing.
8. The Advertiser agrees to pay Publisher a finance charge of 1.5 percent per month for any sum that remains unpaid 30 days after the invoice date.
9. Published rates are NET. The Publisher will allow standard agency discounts to recognized advertising agencies; however, the Agency is responsible for calculating their GROSS rate. No discounts are allowed on past due accounts.
10. If the Advertiser defaults in the payment of any bill, the Publisher has the right to require payment of any further advertising prior to publication.
11. First-time Advertisers may be required to complete a credit application. Once approved, invoice advertising privileges may be extended. (During application processing, payment may be required by deadline, prior to publication.)
12. The Publisher reserves the right to refuse any advertisement(s).
13. The Advertiser will be presumed to have read the insertion order in full and agree to its conditions.
14. Dates and rates are subject to change.

**Signature Required:**

I have read and agree to the terms above.

Advertiser \_\_\_\_\_ Date \_\_\_\_\_

**FOR OFFICE USE ONLY:**

Rec'd \_\_\_\_\_ Amt \_\_\_\_\_ Ck # \_\_\_\_\_ Ackd \_\_\_\_\_

**METHOD OF PAYMENT - (payment is due at time of order)**

Checks payable to: The Knitting Guild Association (TKGA)

Check     Cashier's Check/Money Order

**Debit Card:**     **Credit Card:**

American Express     Discover     MasterCard     VISA

All payments in U.S. funds drawn on U.S. banks. A \$25 fee will be charged for all returned checks.

Card Number \_\_\_\_\_

Exp \_\_\_\_\_

3-or 4-digit security code \_\_\_\_\_ Amt. to be charged \$ \_\_\_\_\_

Name on Card (Print) \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_