



Advertising Information and Contract

The *Life at Ken-Caryl* newspaper is published every two weeks and mailed to each home in Ken-Caryl, including the Plains, Valley, and North Ranch, as well as some local businesses, schools, and government offices. Circulation is approximately 4,700. The paper is also available electronically on our website at www.ken-carylranh.org. The mission of *Life at Ken-Caryl* is to provide a communications medium for the Ken-Caryl Ranch Master Association, the Ken-Caryl Ranch Metropolitan District, local businesses and residents of the community. It is the only printed publication dedicated to reaching Ken-Caryl residents.

How Do I Start Advertising?

- Please review the enclosed information and determine the size and frequency of your ad. Our newspaper is published every two weeks, and you can choose to run every issue, every other issue (which is every four weeks), monthly, just once, or on a client-specified schedule. Discounts are given for longer-term contracts.
- To reserve your ad space, complete and sign the advertising contract on the last page of this brochure, or complete the fillable pdf available at the website, and return it either by email, mail, or in person at the Ranch House.
- For new advertisers, we require upfront payment for your first two ads. We then bill in advance via email on a monthly basis for future ads. You can pay with check or online with an e-check (no fee) or a credit card (\$14.95 fee).
- You can either submit your own camera-ready ad or our graphics company, Boomerang Marketing, can design your ad at no additional charge. If you would like Boomerang to design your ad, you must provide all text and high-resolution imagery for the ad. If you have a camera-ready ad, it should be submitted via email in high-resolution pdf, tif, png, or jpg format.

Questions? Contact:

April Crockett

aprilc@kcranch.org

303-979-1876, ext. 117

7676 S. Continental Divide Road

Littleton, CO 80127

www.ken-carylranh.org

2024 Life at Ken-Caryl Advertising Rates

Ad Size	1-4 ads total on contract	5-12 ads total on contract	13 or more ads total on contract
Full page	\$625 per ad	\$580 per ad	\$535 per ad
Half page	\$350 per ad	\$325 per ad	\$300 per ad
Third page	\$260 per ad	\$240 per ad	\$220 per ad
Quarter page	\$200 per ad	\$190 per ad	\$180 per ad
Eighth page	\$110 per ad	\$100 per ad	\$90 per ad
1/16 page	\$60 per ad	\$55 per ad	\$50 per ad
Premium Position for Back Page or Pages 2-3	<p>Ads are placed randomly in the paper, but a limited number of premium positions are available for an additional fee on pages 2-3 (all ad sizes) and back page (full-page ads only). Space for premium positions is on a first come, first served basis. If you want a premium position, you pay the regular ad rate plus the following premium:</p> <ul style="list-style-type: none"> • \$150 extra per issue for a full-page ad on the back page. • \$130 extra per issue for a full-page ad on page 3. • \$80 extra per issue for a half-page or smaller ad on page 2 or 3. 		

Ad Sizes and Available Dimensions

Ad Size	Orientation	Width	Height
Full Page	Vertical	9.25"	16"
Half Page	Vertical	6.875"	10.625"
	Vertical	4.5"	16"
	Horizontal	9.25"	8"
Third Page	Vertical	4.5"	10.5"
	Horizontal	6.875"	7"
	Horizontal	9.25"	5.33"
Quarter Page	Vertical	4.5"	8"
	Horizontal	6.875"	5.33"
	Horizontal	9.25"	4"
Eighth Page	Vertical	2.125"	8"
	Horizontal	4.5"	4"
	Horizontal	6.875"	2.625"
	Horizontal	9.25"	2"
1/16 Page	Vertical	2.125"	4"
	Horizontal	4.5"	2"

Life at Ken-Caryl

Deadlines & Issue Dates

All ads must be submitted, finalized and approved **no later than** 5 p.m. on the deadline date listed below. All content (letters to the editor and article submissions) must be received **no later than** 9 a.m. on the deadline date listed below.

Ad deadlines are now typically **FRIDAYS** and content deadlines are now typically **MONDAYS at 9 a.m.** When ad-to-copy ratio is met, *Life at Ken-Caryl* reserves the right to close the issue to incoming advertisements prior to the stated deadline.

2024

Advertising Deadline by 5 p.m.		Content Deadline (Letter to Editor, Articles) by 9 a.m.		Wednesday Issue Date
December 20	**	December 21	**	January 3
January 5		January 8		January 17
January 19		January 22		January 31
February 2		February 5		February 14
February 15	**	February 16	**	February 28
March 1		March 4		March 13
March 15		March 18		March 27
March 29		April 1		April 10
April 12		April 15		April 24
April 26		April 29		May 8
May 10		May 13		May 22
May 23	**	May 24	**	June 5
June 7		June 10		June 19
June 21		June 24		July 3
July 5		July 8		July 17
July 19		July 22		July 31
August 2		August 5		August 14
August 16		August 19		August 28
August 29	**	August 30	**	September 11
September 13		September 16		September 25
September 27		September 30		October 9
October 11		October 14		October 23
October 25		October 28		November 6
November 8		November 11		November 20
November 21	**	November 22	**	December 4
December 6		December 9		December 18

** Denotes early deadline due to a holiday.

Advertising Contract for *Life at Ken-Caryl*

Bi-Weekly Newspaper of the Ken-Caryl Ranch Master Association

7676 S. Continental Divide Rd. ● Littleton, CO 80127 ● 303-979-1876, ext. 117

April Crockett, Communications Lead ● aprilc@kcranch.org ● www.ken-caryl-ranch.org

Check, credit card (fee applies) and e-check accepted for payment. An invoice will be emailed.

Name of Business: _____ Contact Name: _____

Mailing Address: _____ Suite: _____ City: _____ State: _____ Zip: _____

Email*: _____ Phone #: _____

* The monthly billing statement will be sent to this email address unless you request mailed paper statements.

In how many issues over the next year do you want to run your ad?

(Enter a number between 1 and 26) _____

What issue date do you want to start? _____

What frequency do you want to run your ad? Note: Our newspaper is published every two weeks.

Rate Per Issue: _____

Every issue Every other issue Monthly One time Client-specified schedule

What size ad do you want? 1/16 1/8 1/4 1/3 1/2 Full Page

Special Instructions (if applicable):

Premium Position for Back Page or Pages 2-3

Ads are placed randomly in the paper, but a limited number of premium positions are available for an additional fee on pages 2-3 (all ad sizes) and back page (full-page ads only). Space for premium positions is on a first come, first served basis. If you want a premium position, you pay the regular ad rate plus a premium:

- I agree to pay \$150 extra per issue for a full-page ad on the back page.
 I agree to pay \$130 extra per issue for a full-page ad on page 3.
 I agree to pay \$80 extra per issue for a half-page or smaller ad on page 2 or 3.

Advertising Policy

Ads will only be accepted for publication with a contract. All advertising in *Life at Ken-Caryl* is placed on a space-available basis and subject to any requirements and fees imposed from time to time by the Ken-Caryl Ranch Master Association (publisher). The publisher reserves the right to allow advertising at no charge or to refuse any advertising that, at its sole discretion, is determined not to be in the best interest of its readers or business policies. The publisher reserves the right to refuse service to a business that has previously been in default and to require full payment of advertising in advance from an advertiser who has been delinquent in making payments previously. The publisher assumes no liability for typesetting or printing errors on ads approved by the advertiser. In the event of errors by this paper, corrections will be run at no cost to the advertiser in the next available issue. We accept responsibility for errors solely in the first issue in which they appear. It is the responsibility of the advertiser to notify the publisher of any errors prior to the deadline date for the next issue in which the ad is to appear again. The publisher assumes no liability for camera-ready ads that do not meet size and/or quality requirements. When ad-to-copy ratio is met, the publisher reserves the right to close the issue to any or all incoming advertisements prior to the stated deadline. Billing is conducted in advance through a monthly email statement unless the advertiser requests a mailed paper statement. Acceptance of advertising in *Life at Ken-Caryl* does not constitute an endorsement of the products or services advertised. Newspapers, not tear sheets, are sent to each advertiser. Residents wishing to advertise must be in good standing with the Ken-Caryl Ranch Master Association.

The below-signed client hereby agrees to adhere to this policy, terms and conditions, and guarantees payment of all sums due pursuant to the terms of this agreement.

Terms and Conditions

1. All rates and policies are subject to change or termination upon 14-day notice by the publisher.
2. All advertisements contracted for must be placed within one year of the first advertisement.
3. Advertiser must submit all new ad materials, changes to existing ads, and cancellations in writing to the publisher by the stated deadline.
4. Advertiser is responsible for paying an additional fee of not less than \$50 for significant changes to ads if requested after the deadline date.
5. Advertisements contracted for but not received or canceled by the deadline date will result in normal charges to the advertiser as if the ad or insert had been placed.
6. For new advertisers, payment for the first two ads must be made at the time contracted.
7. Billing will occur monthly in advance via email unless the advertiser requests a mailed paper statement.
8. Advertising payment is due by the 20th of each month. If payment is not received by the due date, the ad may not run in the following issue and the contract may be cancelled. A \$10 fee will be assessed each month until the account is brought current.
9. In the event of advertiser default, the publisher may cancel the contract until the account is current.
10. A fee of \$50 will be assessed for cancellation of the contract by the advertiser as well as a rate adjustment on prior advertising, equal to the difference between the full and discounted rate.
11. In the event of default, defaulting party agrees to pay all costs resulting from default including cost of collection and legal fees.
12. We do not guarantee placement of ads on requested page locations, unless the back page or Pages 2-3 premium is paid.
13. This advertising contract can be renewed or amended by the advertiser upon written notice to Life at Ken-Caryl staff.

Signature of Individual Responsible for Ad Payments _____ Date Signed _____