

INGRAM'S PRINT

47 Years as Missouri's and Kansas' Trusted Business Resource

Ask About Ingram's Frequency Advertising Packages

RATE CARD #26
RELEASED 10-18-2019

ADVERTISING RATES

BLACK & WHITE	16x	12x	8x	4x	1x
Full Page	2920	3040	3180	3300	3640
2/3 Page	2340	2480	2700	2820	2920
Island	2120	2240	2340	2460	2700
1/2 Page	1860	1980	2100	2220	2340
1/3 Page	1760	1860	1980	2100	2220
1/6 Page	920	1020	1120	1180	1300
1/2 Page Spread	2920	3040	3180	3300	3640
2 Pages or Spread	4600	4760	5040	5420	6160
4 Pages or Insert	8200	8060	8660	9280	9900

Rates include prepress, proofing & printing services. Preferred Positions add 10%

FOUR COLOR	16x	12x	8x	4x	1x
Full Page	3420	3520	3660	3760	4020
2/3 Page	2700	2880	3060	3220	3400
Island	2460	2580	2780	3040	3300
1/2 Page	2240	2340	2460	2580	2820
1/3 Page	1860	1980	2100	2220	2340
1/6 Page	1280	1400	1480	1580	1700
1/2 Page Spread	3420	3520	3660	3760	4020
2 Pages or Spread	5420	5580	5880	6400	7200
4 Pages or Insert	9160	9400	9620	9860	10100

Rates include prepress, proofing & printing services. Preferred Positions add 10%

SPECIAL POSITIONS	16x	12x	8x	4x	1x
Cover 2	4480	4580	4680	5880	5980
Cover 3	4220	4380	4480	4600	4700
Cover 4	4700	4920	5040	5160	5260

NOTE: PRINT ADVERTISERS RECEIVE VALUE-ADDED INSERTIONS IN INGRAM'S DIGITAL EDITIONS. LINKS ARE CONNECTED TO ALL WEBSITES AND EMAILS.

DESTINATION MISSOURI		DESTINATION KANSAS		Your guide to investing in Missouri and Kansas	
	B&W	4-Color		B&W	4-Color
Full Page	4095	4695	1/6 Page	1395	1760
2/3 Page	3695	4195	1/2 Page Spread	4330	4795
Island	3175	3795	2 Pgs or Spread	6995	7995
1/2 Page	2695	3375	4 Pgs or Insert	11750	12935
1/3 Page	2195	2775	Preferred Positions add 10%		

Jurisdiction for any litigation from advertising placed in the Ingram's Print or Digital shall properly lie in Jackson County, MO with advertiser bearing the cost of reasonable attorney's fees in the event of unpaid invoice collection.

FREQUENCY PRINT ADVERTISING SPECIAL PACKAGES

1/2 Page Color Ads (horizontal: 7" w x 4-7/8" h)

Buy 8 color 1/2 page ads ■ Receive 1 FREE 1/2 Page Ad
You Pay: \$2,091 net each (\$2,460 gross)
Total Budget: \$16,720 (Includes 9 color 1/2 page ads)
Average cost per ad with bonus ad: \$1,858 net (34% OFF)*

Buy 12 color 1/2 page ads ■ Receive 2 FREE 1/2 Page Ads
You Pay: \$1,989 net each (\$2,240 gross)
Total Budget: \$23,860 (Includes 14 color 1/2 page ads)
Average cost per ad with bonus ad: \$1,705 net (39% OFF)*

1 Page Color Ads

Buy 8 color 1 page ads ■ Receive 1 FREE Ad Page
You Pay: \$3,111 net each (\$3,660 gross)
Total Budget: \$24,880 (Includes 9 color ad pages)
Average cost per ad with bonus ad: \$2,765 net (34% OFF)*

Buy 12 color 1 page ads ■ Receive 2 FREE Ad Pages
You Pay: \$2,992 net each (\$3,520 gross)
Total Budget: \$35,904 (Includes 14 color ad pages)
Average cost per ad with bonus ad: \$2,564 net (39% OFF)*

* Based on discount from published 1x ad rate

Online or Print and Online Advertising Packages also Available

MECHANICAL SPECIFICATIONS

DIGITAL ADVERTISEMENT REQUIREMENTS

Please use the following guidelines for submitting ads in a digital format.

LAYOUT FILES

Our preferred ad format is a **PDF/X-1a compliant file**. All images should be 300 dpi and line art should be 1200 dpi. If creating files in InDesign, Adobe Illustrator, or QuarkXPress (version 7 or higher), simply export a PDF using the PDF/X-1a setting. If creating your file in QuarkXPress (version 6.5 or lower), "Print" a "PostScript" file and "Distill" it using the PDF/X-1a setting in Acrobat Distiller. Fonts and graphic files must be embedded and colors **must** be CMYK. Send files to Production@Ingrams.com

IMAGE FILES	File Format	Color	Resolution
Color Photos	JPEG or Tiff	CMYK	300+ dpi
Black & White Photos	JPEG or Tiff	Greyscale	300+ dpi
B/W (Line Art)	Tiff	Greyscale	1200 dpi
EPS (Vector Graphics)*	EPS	CMYK	NA

***IMPORTANT:** Include linked media and convert fonts to outlines

ADVERTISING, DESIGN AND PRODUCTION

Any ads that are designed and/or produced by Ingram's will incur the charge of \$90 per hour with a 1-hour minimum charge. Ad production services will be billed in 15-minute increments after the first hour.

SUBJECT TO TERMS AND CONDITIONS

Payment is due within 30 days of invoice date. By paying within 30 days from the date of invoice, you avoid the charge of 1.75% per month that we must otherwise charge as interest. First time advertisers are to pre-pay their first insertion. Agencies should note, too, that we cannot honor commission on invoices that are 60 days or older—we encourage prompt payment. By honoring the terms of the Ad Agreement and our policy, the company is assured of maintaining its negotiated rates.

DIMENSIONS		Width	Height
Magazine Trim		8 1/8"	10 1/8"
Full Page Bleed		8 3/8"	11 1/8"
2 Page Spread Bleed		16 1/8"	11 1/8"
1/2 Page Spread Bleed		16 1/2"	5 1/16"

AD DIMENSIONS		Width	Height
Full Page (active area)		7"	10"
1/3 Page		4 1/16"	10"
Island		4 1/16"	7 1/2"
1/2 Page horizontal		7"	4 1/8"
1/3 Page vertical		2 1/8"	10"
1/3 Page horizontal		4 1/16"	4 1/8"
1/6 Page vertical		2 1/8"	4 7/8"
1/6 Page horizontal		4 1/16"	2 3/8"
2 Page Spread		15 1/4"	10"
1/2 Page Spread (may bleed)		15 1/4"	4 1/8"

We're offering four extremely aggressively discounted packages for frequency advertisers

■ Commit to eight color ads in Ingram's in 2021 and we'll provide you ONE BONUS AD, which you may run in your choice of *Destination Kansas City* or in *The Power Book*, which includes the *Book of Leads & Lists*.
 ■ Commit to 12 color ads in Ingram's in 2021 and we'll provide you TWO BONUS ADS, which you may run in both *Destination Kansas City* and in *The Power Book*, which includes the *Book of Leads & Lists*.

Note: Published ad rates will be required to pay if program is canceled. **Offer Ends Soon**

