

## 2020 ADVERTISING AGREEMENT

### ADVERTISER

Company Name

Contact Name for Invoices

Contact Email for Invoices

Address

City, State, Zip

Phone

Contact Name for Artwork

Contact Email for Artwork

Signature - Advertiser Authorized Representative

Printed Name - Advertiser Authorized Representative

Date

Please send my invoice via  Mail  Email

I would like a tearsheet mailed to me  Yes  No

### ADVERTISING AGENCY (if applicable)

Company Name

Contact Name for Invoices

Contact Email for Invoices

Address

City, State, Zip

Phone

Contact Name for Artwork

Contact Email for Artwork

*As an authorized representative of Advertiser, I hereby authorize Advertising Agency to act on behalf of Advertiser in executing and abiding by this agreement. Further, Advertiser agrees to be jointly and severally liable for all amounts incurred by Advertising Agency on Advertiser's behalf.*

Signature - Agency Authorized Representative

Printed Name - Agency Authorized Representative

Date

### INSERTIONS (Please check issue(s) you wish to run in and complete necessary information.)

√	Issue	Ad Size & Price (See Advertising Sizes & Rates)	Ad Placement (if applicable)	Ad Deadline
	Winter 2020			November 15, 2019
	Spring 2020			February 14, 2020
	Summer 2020			May 15, 2020
	Fall 2020			August 14, 2020

# TERMS & CONDITIONS

## General

Advertiser agrees to pay IIAK the set sum of money as noted in Advertising Sizes & Rates and IIAK agrees to publish Advertiser's Insertions, provided such insertions are in compliance with this agreement.

## Duration

This agreement covers all issues as selected by Advertiser in the Insertions section of this agreement and will not extend beyond 4 consecutive issues, or the end of the 2020 calendar year.

## Billing/Payment

1. A first-time Advertiser agrees that any and all required payments in connection with a single insertion in an issue are due in full with acceptance of this agreement.
2. Payment is due within 30 days of the invoice date. Any amount not paid when due shall bear interest at 3% per month. Additionally, if payment is not received within 60 days of the invoice date, IIAK may withhold all insertions until the outstanding amount has been paid and may require prepayment of all future insertions. IIAK reserves the right to cancel this agreement without notice and without liability for nonpayment by Advertiser or Agency acting on their behalf.
3. All payments should be made payable to:  
Independent Insurance Agents of Kentucky, Inc.
4. Send all payments to:  
Independent Insurance Agents of Kentucky, Inc.  
P.O. Box 950100  
Louisville, KY 40295

## Refusal of Insertion

1. IIAK reserves the right to refuse any advertisement insertion including, but not limited to, those:
  - a. Not in compliance with this agreement;
  - b. Considered to be illegal;
  - c. IIAK believes reasonably to be in conflict with or compete with IIAK or its affiliates' programs, products or services.If an advertisement insertion is refused, IIAK may substitute, without notice, the last advertisement insertion of Advertiser unless acceptable replacement material is received by IIAK prior to print deadline.
2. In lieu of Refusal of Insertion and, at IIAK's sole discretion, the word "Advertisement" may be added so that it is conspicuously displayed.

## Delivery Disclaimer

IIAK is not liable for delays in delivery or non-delivery of publication with Advertiser's Insertion in the event of an act of God, transportation interruption, work slowdown or any events which are beyond the control of IIAK.

## Hold Harmless

Advertiser agrees to assume all responsibility and liability for any insertion published by IIAK on behalf of Advertiser and that Advertiser holds harmless IIAK for any and all claims for such insertions including but not limited to, tort, copyright, photographic, trademark actions and errors in copy.

## Cancellation

This agreement may be cancelled by either party at any time for any reason upon providing written notice to the other party, to be effective ten (10) days after mailing. If cancellation is received by IIAK on or before the Ad Deadline date, the cancellation will be honored. If cancellation is received after the Ad Deadline date, the cancellation will take effect upon the next insertion. An Advertiser which cancels this agreement before placement of enough insertions to qualify for the rate as set forth in Advertising Sizes & Rates will be charged an additional amount equal to the difference between the agreement rate and the rate actually earned.

## ADVERTISING SIZES & RATES\*

Ad Sizes	W x H	Standard	4 insert
Back Cover	8.5" x 11	\$1900	\$1615
Inside Front Cover	8.5" x 11	\$1700	\$1445
Inside Back Cover	8.5" x 11	\$1700	\$1445
Full Page	8.5" x 11	\$1300	\$1105
1/2 Page Horizontal	7" x 4.5"	\$1000	\$850
1/2 Page Vertical	4.5" x 7"	\$1000	\$850

## Bleeds

Ad files must include at least .125" bleed.  
Live information should be at least .5" from edges.

## Artwork Requirements

- Accepted Formats: Adobe PDF
- Set to print-quality specifications
- Color images must be at least 300 DPI
- Black and white line should be 600 DPI
- Convert all instances of RGB, Pantone, and spot colors to process CMYK before creating PDF file.
- All ads should be created to 100% of reproduction size & not compressed.
- Convert all fonts to paths/outlines/curves to avoid font substitutions.
- Live matter should be kept .5" from bleed edges

## CLASSIFIED ADS

Magazine classified ads have a maximum of 60 words, not including title. For special requests, please contact Nikki Robins at 502-245-5432 or via email at nrobins@iiaak.org