

# KENTUCKY

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## RESTAURANT JOURNAL

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Every issue of the *Kentucky Restaurant Journal* features high-impact industry news, articles and information that are critical to restaurants and others in the hospitality industry in Kentucky.

### Magazine Features

- New restaurant openings from around Kentucky
- Feature presentations of restaurants across Kentucky
- Local, state and national legislation affecting the foodservice industry
- Ideas and concepts from some of the nation's leading restaurant consultants
- Regional restaurant news from all parts of Kentucky Restaurant Association

### Why advertise in the Kentucky Restaurant Journal?

With an audience of over 20,000 readers, that include: restaurant proprietors and managers, foodservice operators, bar and beverage providers, chefs, as well as suppliers of products and services, the Kentucky Restaurant Journal has proven to be a valuable resource for the foodservice industry.

Reach out to the thousands of restaurants & foodservice companies receiving the *Kentucky Restaurant Journal*.

### Editorial Calendar

January/February:  
Customer Service

March/April:  
2018 Events

May/June:  
Kentucky Products

July/August:  
Employee Relations

September/October:  
Food Safety

November/December:  
Bar & Beverage

### 2018 KENTUCKY RESTAURANT JOURNAL AD RATES

	1-2X	3-5X	6X
<b>Full Page</b>	\$1,820	\$1,630	\$1,390
<b>Half Page</b>	\$1,160	\$970	\$810
<b>One-Third Page</b>	\$730	\$660	\$550
<b>1/4 Page</b>	\$610	\$520	\$440
<b>1/6 Page</b>	\$320	\$280	\$250
<b>Double Page</b>	\$3,100	\$2,710	\$2,200
<b>Back Cover</b>	\$2,780	\$2,420	\$2,030
<b>Inside Front/Back Cover</b>	\$2,120	\$1,940	\$1,670

**\*\*KRA Members receive a 15% discount on the above rates\*\***

**Classified Advertising Rate – Business Card 3 1/2" x 2" \$170\***

**\*Member discount does not apply on Business Card Rate.**

**PAYMENT TERMS:** New customers, 50% of first ad price with contract, balance due with proof approval. Customers with established credit, full payment due by mail date.

**POSITION:** Available on a first-come first-serve basis. Annual advertisers can be given priority over non-annual advertisers. No guarantee of page position in the magazine.

To place an ad, email [Lisa@kyra.org](mailto:Lisa@kyra.org)  
or call 502.400.3736.



# Kentucky Restaurant Journal

The Official Publication of the Kentucky Restaurant Association

## Media Technical Requirements

We accept files from the following Software Programs:

- Adobe Acrobat
- Adobe Photoshop
- Adobe InDesign
- Microsoft Word

We accept the following medium and formats:

- CD-Rom
- E-mail files
- .jpg, .eps, .pdf, .psd, .indd Formats

*When providing Electronic Files & Submissions:*

- Include all Images, Fonts & Graphic Support
- When providing Digital Files, verify a 300 dpi resolution
- For Full Page ads provide at least 1/8" bleed area
- Provide a print out of the submitted ad

## SIZE SPECIFICATIONS FOR ADVERTISEMENTS

### FULL PAGE:

TRIM SIZE 8.5" X 11" LIVE AREA 8.25" X 10.25" BLEED SIZE 9" X 11.5"

**2/3 PAGE:**  
5" X 10"

**1/6 PAGE:**  
2.5" X 5"

**VERTICAL 1/2 PAGE:**  
4" X 10"

**1/3 PAGE:**  
5" X 5"

### HORIZONTAL 1/2 PAGE:

7.75" X 5"

**1/4 PAGE: 3.75" X 5"**

Kentucky Restaurant Association  
133 Evergreen Road, Suite 201  
Louisville, KY 40243  
502.400.3736  
Lisa@kyra.org





## Kentucky Restaurant Journal Advertising Purchase Agreement

Company Name: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Purchaser \_\_\_\_\_ Title \_\_\_\_\_

By executing this Purchase Agreement the above signed Purchaser agrees to purchase from the Kentucky Restaurant Association (KRA), as designated below. The Kentucky Restaurant Association is the owner of the *Kentucky Restaurant Journal*.

PRODUCTION AND DELIVERY: Purchaser agrees to pay to the KRA the purchase price for each insertion in accordance with the rates and terms herein.

Please check below the size requested by the number of issues you would like to have your ad placed:

	1-2X	3-5X	6X	Total Price
Full Page	<input type="checkbox"/> \$1,820	<input type="checkbox"/> \$1,630	<input type="checkbox"/> \$1,390	_____
Half Page	<input type="checkbox"/> \$1,160	<input type="checkbox"/> \$970	<input type="checkbox"/> \$810	_____
One-Third Page	<input type="checkbox"/> \$730	<input type="checkbox"/> \$660	<input type="checkbox"/> \$550	_____
1/4 Page	<input type="checkbox"/> \$610	<input type="checkbox"/> \$520	<input type="checkbox"/> \$440	_____
1/6 Page	<input type="checkbox"/> \$320	<input type="checkbox"/> \$280	<input type="checkbox"/> \$250	_____
Double Page	<input type="checkbox"/> \$3,100	<input type="checkbox"/> \$2,710	<input type="checkbox"/> \$2,200	_____
Back Cover	<input type="checkbox"/> \$2,780	<input type="checkbox"/> \$2,420	<input type="checkbox"/> \$2,030	_____
Inside Front/Back Cover	<input type="checkbox"/> \$2,120	<input type="checkbox"/> \$1,940	<input type="checkbox"/> \$1,670	_____
<b>**KRA Members receive a 15% discount on the above rates**</b>				
<b>Classified Advertising Rate</b> – <input type="checkbox"/> Business Card 3 1/2" x 2"	\$170	_____ Issues	_____	_____

Special Ad Request: \_\_\_\_\_

**PAYMENT TERMS:** New customer 50% of the first ad with contract, balance with proof approval. Customers with established credit, approved by management, full payment due by MAIL DATE. All ads must be paid for by MAIL DATE or future ads will not be published. Amounts not paid in accordance with these terms will be subject to a finance charge of 1.5% per month (18% per year), plus any attorney and/or collection fees incurred by the Kentucky Restaurant Association.

**SHORT RATE:** Purchaser understands and agrees that cancellation of this Purchase Agreement at the request of the Purchaser, may affect the multiple mailings discount and result in Purchaser being charged the "short rate" amount which is the difference between regular and discounted rate.

Signature \_\_\_\_\_ Date \_\_\_\_\_

KRJ Approval \_\_\_\_\_ Date \_\_\_\_\_

Kentucky Restaurant Association  
133 Evergreen Road, Suite 201  
Louisville, KY 40243  
502/400-3736  
502/896-0465 fax