

## Advertising Rates (Per Issue Rate)

### Inside Four Color

Size	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
Full Page	8.25" x 10.25"	\$845	\$760	\$685
1/2 Page Vert.	3.1875" x 8.75"	\$490	\$440	\$400
1/2 Page Horiz.	6.75" x 4.25"	\$490	\$440	\$400
1/4 Page Vert.	3.1875" x 4.25"	\$290	\$260	\$235
1/4 Page Horiz.	6.75" x 2"	\$290	\$260	\$235
1/6 Page Vert.	2" x 4.25"	\$235	\$210	\$195
1/6 Page Horiz.	4.375" x 2"	\$235	\$210	\$195
1/8 Page	3.1875" x 2"	\$175	\$160	\$145

### Inside Black & White

Size	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
Full Page	8.25" x 10.25"	\$720	\$650	\$585
1/2 Page Vert.	3.1875" x 8.75"	\$400	\$360	\$325
1/2 Page Horiz.	6.75" x 4.25"	\$400	\$360	\$325
1/4 Page Vert.	3.1875" x 4.25"	\$220	\$195	\$175
1/4 Page Horiz.	6.75" x 2"	\$220	\$195	\$175
1/6 Page Vert.	2" x 4.25"	\$165	\$150	\$135
1/6 Page Horiz.	4.375" x 2"	\$165	\$150	\$135
1/8 Page	3.1875" x 2"	\$125	\$110	\$100

### Premium Color Cover

Placement	Dimensions	1-2 Issues	3-4 Issues	5-6 Issues
Inside Back	8.25" x 10.25"	\$875	\$785	\$705
Inside Front	8.25" x 10.25"	\$895	\$805	\$725
Outside Back	8.25" x 10.25"	\$925	\$835	\$750

Our design team can completely design your ad for you or we can make changes to an ad that has already been created. We charge a very reasonable rate of \$25 per hour, with a one-hour minimum.

## Submission Deadlines

All materials must be submitted to Connie "Crash" Humiston (see "Contacts") no later than the 15th of the month preceding the issue month:

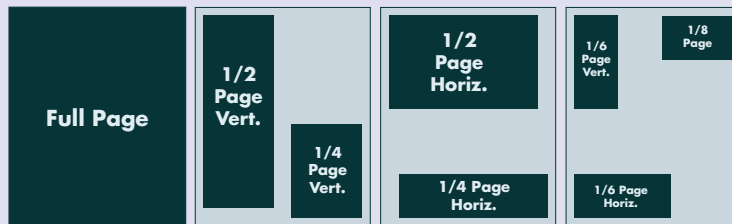
- Feb/March
- April/May
- June/July
- Aug/Sept
- Oct/Nov
- Dec/Jan

## Payment Terms

- Payment is due within 30 days of the invoice date.
- There is a 2% discount for payment within 10 days of the invoice date.
- There is a **10% DISCOUNT** for payment at the time of ad copy submission.
- There is a charge of 1.5% per month (18% annually) on any unpaid amounts over 30 days from invoice date.
- Payments may be made by check, money order or acceptable credit card (Visa or Mastercard).
- If an advertisement is placed by an agency, the agency and the advertiser are jointly responsible for payment.
- The JAM® Advertising Manager may, at any time, require payment at time of submission.

## Specifications

### Ad Sizes



## Submission Guidelines

### The software we will accept ads and artwork from are:

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Acrobat

### Illustrator File Specifications

AI or EPS format  
CMYK or Grayscale  
All images must be 300dpi or higher  
All photos must be linked and put in the folder  
Convert all fonts to outlines

### Photoshop File Specifications

PSD or TIFF formats  
CMYK or Grayscale  
300dpi or higher

### InDesign Files Specifications

CMYK or Grayscale  
All images must be 300dpi or higher  
All images and fonts must be linked and put in the folder

### Acrobat Files Specifications

PDF with Highest Quality setting  
300dpi or higher  
CMYK or Grayscale  
All images must be 300dpi or higher  
All fonts must be imbedded

If you are sending ads and artwork by mail, please send a CD with vector art or a 300dpi image. All of the fonts must be converted to outlines or put on the CD. All of the images must be embedded or put on the CD. If you don't have an electronic version that meets these requirements, or if it is the wrong size, we will charge you the \$25 per hour fee to recreate the ad. When you send your ads and artwork, please provide your contact info, including phone, fax and e-mail address.

## Contacts

### Purchase & Questions

Connie "Crash" Humiston  
JAM Advertising Manager  
advertising@kcjazzambassadors.com  
913-322-3378

### Creative Services

Cambria DeLee  
JAM Advertising Designer  
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cambriaku@yahoo.com