



# 2012 Media Kit

**A Complete Marketing Package.  
Reach Katy's Christ-Minded Readership!**

**Katy Christian Magazine**

650 West Bough, Ste. 150-170

Houston, TX 77024

(281) 600-0077

[www.KatyChristianMagazine.com](http://www.KatyChristianMagazine.com)





# KATY CHRISTIAN MAGAZINE

## 2012 Advertising Rates

	1 Issue	3 Issues	6 Issues
Full Page	\$1,350	\$1,275	\$1,175
1/2 Page	\$850	\$775	\$700
1/3 Page	\$625	\$575	\$525
1/4 Page	\$500	\$425	\$375
1/6 Page	\$350	\$325	\$300
1/8 Page	\$250	\$225	\$200

## Premium Advertising Placement

Back Cover	\$2,000
Centerfold	\$2,600

## Inside Covers

Inside Front Cover	\$1,725
Inside Back Cover	\$1,450

## Miscellaneous Costs

Design Fee	\$50.00/page
Stock Photos	\$25.00/each
Guaranteed Placement	\$20% additional

### Katy Christian Magazine

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(281) 600-0077  
[www.KatyChristianMagazine.com](http://www.KatyChristianMagazine.com)

Katy Christian Magazine is Katy's premier Christian Magazine. We are committed to supporting Christian Judeo values.

### Circulation:

Katy Christian Magazine reaches almost 50,000 Christians, mostly families, in the Katy and West Houston area.

### Locations:

Katy Christian Magazine can be found in over 600 locations including churches, grocery stores, pharmacies, Christian schools, local businesses and hundreds of other locations frequented by Christian families.

## Advertising Specifications

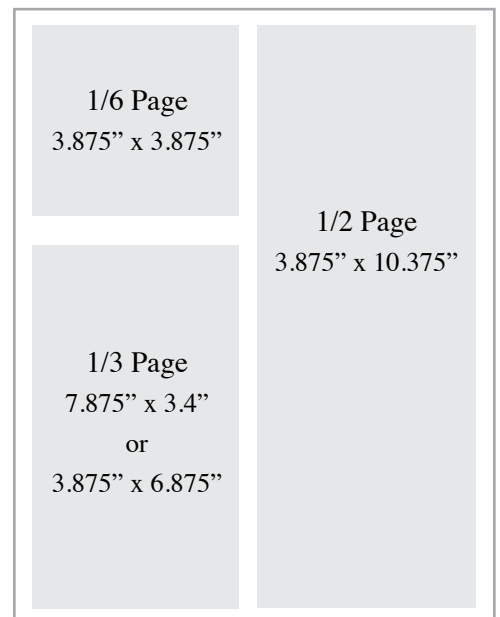
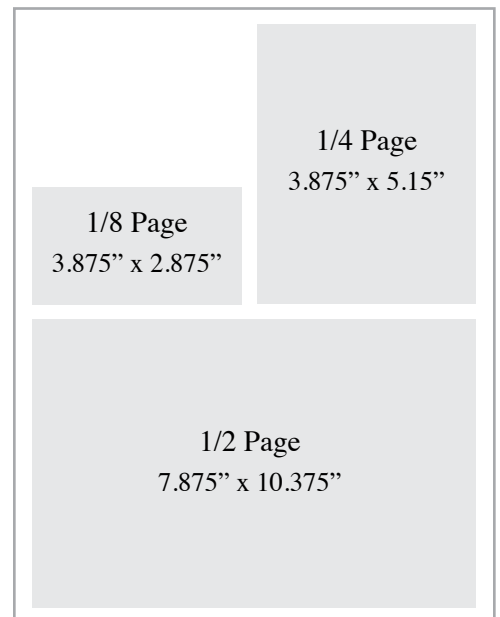
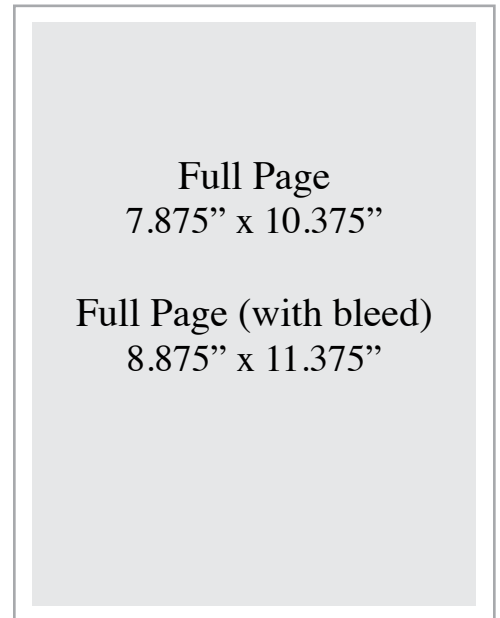
Full Page .....	7.875" x 10.375"
Full Page (with bleed).....	8.875" x 11.375"
Half Page Horizontal (1/2) .....	7.875" x 5.15"
Half Page Vertical (1/2).....	3.875" x 10.375"
Third Page Horizontal (1/3).....	7.875" x 3.4"
Third Page Vertical (1/3) .....	3.875" x 6.875"
Quarter Page (1/4) .....	3.875" x 5.15"
Sixth Page (1/6).....	3.875" x 3.875"
Eighth Page (1/8).....	3.875" x 2.875"

## Ad Submission Guidelines

- All advertising materials should be submitted as Adobe PDF files.
- We can also accept .eps, .ai, .tiff and .jpeg files. Please do not send native quark or indesign documents. If you need help converting these files, please contact our prepress team
- For files created in Adobe Illustrator, fonts must be converted to outlines
- All images should be CMYK and a minimum of 300 dpi
- A 1/8" bleed should be applied to all full-page ads

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650 West Bough, Ste. 150-170 • Houston, TX 77024  
Office: (281) 600-0077

Date: \_\_\_\_\_

New Ad     Renewal

Placed By: \_\_\_\_\_

## INSERTION ORDER AGREEMENT

**Advertiser:** \_\_\_\_\_

**Reservation**

- Outside Back
- Inside Front
- Inside Back
- Full Page
- 1/2 Page
- 1/3 Page
- 1/4 Page
- 1/6 Page
- 1/8 Page

### Layout

Vertical     Horizontal

### Production

Camera Ready     Agency     In House

### Positioning

Page \_\_\_\_\_     Section \_\_\_\_\_

Guaranteed positioning applies only to 1/4 or larger ads with a minimum 3 month frequency.

Frequency: \_\_\_\_\_

Ad runs from: \_\_\_\_\_ issue  
through \_\_\_\_\_ issue

### Production Services

Photography: \_\_\_\_\_

Illustration: \_\_\_\_\_

Logo Design: \_\_\_\_\_

### Contract Requirements

Katy Christian Magazine reserves the right of approval of copy and the acceptance or execution of an order is subject to this condition. All text, copy, and illustrations are published with the understanding that the Advertiser and the advertising agency assume full and complete responsibility/liability for all copy submitted. It is the Advertiser's responsibility to insure that all advertising complies with the U. S. Postal Regulations. Insertion orders pertaining to advertisements containing names, pictures, and/or testimonials of living persons constitute a representation by the Advertiser and advertising agency that they have obtained the proper written consent to use thereof from all such persons. The Advertiser and the advertising agency both agree to indemnify and hold harmless Katy Christian Magazine from any and all loss arising from any claims for violation of the right of privacy, plagiarism, libel, copyright infringement, or any other claim that may arise from the publication of any copy submitted, printed or published.

The Advertiser attests that all advertisements are clearly identified by the proper trademarks or signatures of the Advertiser. Those advertisements which resemble editorial text or editorial pages will be clearly marked an "Advertisement"

### Authorization

I have read all of the provisions, terms, and conditions of this agreement and upon my signature authorize Katy Christian Magazine to publish advertising as set out on this page.

Authorized By (Advertiser) \_\_\_\_\_

Date \_\_\_\_\_

Company		
Contact Name		
Address		
City	State	Zip Code
Phone	Fax	
E-mail Address		

### Payment/ Cancellation

Payment is due in full at time of placement of the first and last insertions of your contract. Monthly invoices will be sent to you and are due upon receipt. Unpaid invoices in excess of thirty days from date of receipt will accrue an interest rate of 1.5% to the unpaid balance. Make checks/money orders payable to :

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Cancellations and changes must be made in writing 30 days prior to closing dates. No cancellations will be accepted after ad closing dates. If no acceptable copy or negatives have been received by deadline, the publisher reserves the right to charge the advertiser and/or agency for the space reserved.

If the Advertiser is unable to complete his/her contract, the Advertiser will be billed for the number of paid insertions completed, at the rate of the nearest completed frequency.

### Production Services

Space Reservation:    \$ \_\_\_\_\_

Frequency Discount:    \$ \_\_\_\_\_

Production Total(s):    \$ \_\_\_\_\_

**Total Cost:**    \$ \_\_\_\_\_

Amount Received:    \$ \_\_\_\_\_

Amount Due:    \$ \_\_\_\_\_