

FULL-COLOR AD RATES

COVER POSITIONS*

Inside Front Cover.....	\$2,500
Inside Back Cover	\$2,300

*One spot per each location available.

GUARANTEED PLACEMENT

Additional Cost.....	\$100
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AD SIZES

Full 2-Page Spread.....	\$2,100
1/2 2-Page Spread	\$1,600
Full Page	\$1,200
1/2 Page [†]	\$650
1/4 Page [†]	\$350

[†]No bleed allowed.

BLEED ADS — No extra charge.

LIABILITY

Advertisers and their advertising agencies are liable for all content, including text, representations and illustrations, in advertisements and are responsible for all claims arising thereof made against the publisher, including the publisher's actual attorney's fees.

Advertisers and their advertising agencies agree to release **Kern EDC** from any claim or expense resulting from the unauthorized use of artwork, name, photo or copyrighted material in connection with their advertising.

When advertising copy is not furnished before material deadline, the publisher is authorized to prepare a new ad or repeat a previous ad.

The publisher will not be bound by any conditions, printed or otherwise, that appear in an insertion order or contract when those conditions conflict with the terms and conditions of this rate card.

Kern EDC reserves the right to reject any advertising that the publisher feels is not in keeping with the publication's standards. The publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial material.

DEADLINE & CANCELLATIONS

Deadline for ads is May 17, 2018.
No cancellations are accepted after May 3, 2018.
Cancellations must be received in writing.

PAYMENT TYPE

- CASH CHECK
- CREDIT CARD (complete fields below)
- Mastercard Visa
- American Express Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST & PAYMENT

Base Ad Rate: + \$ _____

Guaranteed Placement (if any): + \$ _____

Ad Design Cost (if any): + \$ _____

Net Insertion Rate: = \$ _____

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Kern EDC
2700 M Street, Suite 200
Bakersfield, CA 93301

AD SPECIFICATIONS & REQUIREMENTS

PRINT SPECIFICATIONS

GUIDE TRIM SIZE — 8.5" x 11"

PRINTING/BINDING — digital/perfect bound

PRINT LINE SCREEN — 600 lpi

MATERIALS SPECIFICATIONS

The Marcom Group (Kern EDC production partner) is both PC and Macintosh-based and uses full-color digital printing technology. The submission of advertising materials must be sent electronically or provided on disc.

For information on sending files contact **Chamil Payne**, Project Manager, at (661) 489-4444 or by email: cpayne@themarcomgroup.com.

All images and artwork used in your advertisement must be composed in the CMYK color mode (not spot, Pantone or RGB colors). Advertising materials may be submitted in the following file types: pre-press quality PDF (PDF/X-1a compliant), EPS, AI, CMYK-jpg or CMYK-tif.

For PDF, EPS and AI file types, fonts should be embedded, images should be high resolution (300 pixels per inch or higher). Any CMYK-jpg or -tif file must have been created with an original resolution of 300 pixels per inch or higher.

Half page ads and larger will have a clickable link embedded in the digital copy. Advertisers will need to provide appropriate links with their digital files.

PROOFS

Proofs will not be provided. Kern EDC is not responsible for color accuracy. Color laser proofs are not acceptable as an accurate color proof but can be used for proofing the ad content.

AD DEADLINE IS MAY 17



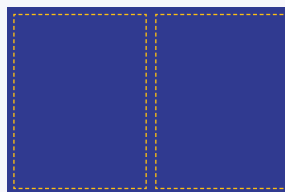
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& Marketing
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(661) 862-5054



We get it. Done.™

CHAMIL PAYNE
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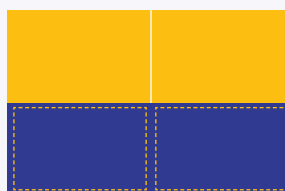
AD DIMENSIONS (width" x height")



Full 2-Page Spread**
17.5" x 11.5"



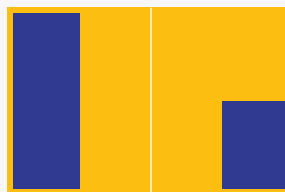
Full (Bleed)/Inside Cover*
9" x 11.5"



1/2 2-Page Spread**
17.5" x 5.875"



Full Page 7.5" x 10"
1/2 Page Horizontal 7.5" x 4.875"



1/2 Page Vertical 3.625" x 10"
1/4 Page 3.625" x 4.875"

SPECIFICATIONS FOR BLEED ADS

*Live copy should be kept 0.5" from the trim size on bleed ads.

†When laying out spread ads, be aware that due to perfect binding of the guide, the gutter has an area where portions of imagery spanning the pages will not be totally visible. Be especially careful with text spanning the gutter area.