

2017 Advertising Rates

Ad Size	1x	3x	6x	12x
Full Page	\$1,500	\$1,470	\$1,440	\$1,410
½ Page	\$980	\$962	\$944	\$926
¼ Page	\$780	\$768	\$756	\$744

All rates four-color. Deduct 33 percent for black-and-white-only ad rates.

Color ads: CMYK, four-color process printing only.

All ads must read left to right, top to bottom, no landscape or inversion.

*For BTA member rates, email Brent Hoskins at brent@bta.org.

Advertising Terms

(A) A 15-percent commission will be allowed for recognized advertising agencies.

(B) It is the policy of the publisher to only accept ads from advertising agencies with no outstanding bills.

(C) Advertising is subject to acceptance of the publisher as to character, layout and content.

(D) The publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.

(E) Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the publisher.

(F) Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading or misrepresenting any competing product or service or make an unfair, incomplete comparison.

(G) Any attempt to simulate the publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion resembles editorial matter.

(H) Conditions and rates are subject to change.

(I) Positioning of advertisements is at the discretion of the publisher unless agreed to in writing by the publisher.

(J) The publisher shall have no liability for errors in the Advertiser Index or advertisements.

(K) Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.

(L) The advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, etc.) incurred in the preparation of its advertisement.

(M) The publisher shall not be liable for any costs or damages if it fails to or incorrectly publishes an advertisement.

(N) The publisher shall hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

(O) No conditions other than those set forth in this media kit shall be binding on the publisher unless specifically agreed to in writing.

(P) The publisher is not liable for delays in delivery or non-delivery in the event of an act of God, action of government or quasi-governmental entity, fire, flood, insurrections, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the publisher affecting production or delivery in any manner.

(Q) As used in this section titled "Advertising Terms," the publisher shall refer to the Business Technology Association.



Business Technology Association

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