



2014 ADVERTISING INSERTION ORDER

KETTLE TALK

A QUARTERLY PUBLICATION OF RETAIL CONFECTIONERS INTERNATIONAL

Company Name: _____ Agency (if applicable): _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

1

Check desired issue(s):

- Jan/Feb/Mar Artwork and Payment Deadline 11/01/13
- Apr/May/June Artwork and Payment Deadline 2/01/14
- Jul/Aug/Sep Artwork and Payment Deadline 5/01/14
- Oct/Nov/Dec Artwork and Payment Deadline 8/01/14

BEST VALUE: Advertise for a full year! Reserve a full year of issues (four total) and enjoy the benefit of changing ad artwork for each issue at no additional charge!

2

Check desired ad size and circle rate choice:

	Member Rate		Non-member Rate	
	1 issue	full year (per issue)	1 issue	full year (per issue)
<input type="checkbox"/> Full page	\$410	\$390	\$560	\$540
<input type="checkbox"/> 1/2 page	\$240	\$230	\$400	\$380
<input type="checkbox"/> 1/4 page	\$170	\$160	\$330	\$310
<input type="checkbox"/> 1/8 page	\$130	\$120	\$270	\$250
<input type="checkbox"/> Premium Placement Inside Front Cover SOLD	\$460	\$515	\$760	\$815

Rates are net RCI. Call for pricing on inserts.

BEST VALUE: Become an RCI member!

See Digital Media Specifications on page 2.

3

Payment:

Advertisement insertion orders are not confirmed until payment has been made. Payments and artwork are due by date shown above.

We prefer to be invoiced: Per issue Annual

- OR**
- Check or money order payable to RCI with "Kettle Talk" in the memo is enclosed (US funds).
 - By credit card:

I authorize RCI to charge the amount of \$_____ to the credit card provided.

Mastercard Visa Discover American Express

Mail or fax advertising insertion orders to:
RCI
2053 S Waverly Ave, Ste C
Springfield, MO 65804
800-545-5381
Fx: 417-883-1108

Card # _____ Exp. Date (month/year) _____ Security Code _____

Cardholder's Name _____ Cardholder's Address _____

City _____ State/Prov. _____ Zip/Postal Code _____ Country _____

Cardholder's Signature _____

4

Sign to confirm rate and details:

Authorized by: _____

For office use only: Artwork Payment QB



2014 DIGITAL MEDIA SPECIFICATIONS

KETTLE TALK

A QUARTERLY PUBLICATION OF RETAIL CONFECTIONERS INTERNATIONAL

DIGITAL FILES

We prefer that all ads be saved as press-ready, high-resolution PDF files.

Additional graphic formats accepted:

High Res TIFF

EPS

High Res JPEG (Publisher will not be held responsible for quality of JPEG reproduction.)

Native formats accepted:

InDesign

Photoshop CS3 or higher

MEDIA TRANSMISSION

Files may be supplied on CD, DVD or submitted via email to:

Denise Alvarez

RCI Marketing Manager

marketing@retailconfectioners.org

If the file is too large to send via email, hightail.com or box.com are viable online file sharing options.

ARTWORK

All graphics files should be 300 dpi at final scale. All text should be embedded or rendered as outlined. Any additional production work necessary to process electronic files will be billed extra. Ads must be to correct size.

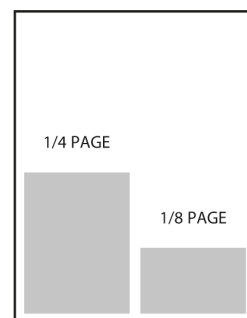
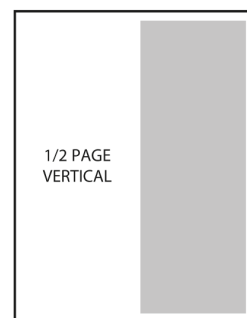
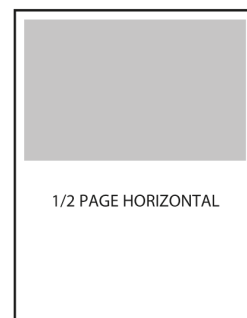
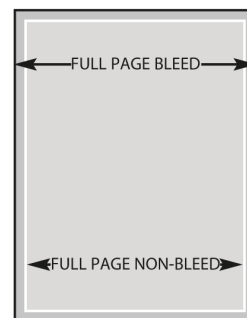
ABOUT COLOR

Kettle Talk is printed in four-color process (full color); therefore, all colors used in ad materials must be converted to CMYK before submission. Please do not supply files as RGB, including imported graphics. Kettle Talk reserves the right to convert any PMS ink to standard process conversions without permission from advertisers or agencies.

AD MATERIALS RESPONSIBILITY

In the event the advertiser fails to supply ad materials by the deadline, RCI reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place.

Jan/Feb/Mar Deadline 11/01/13 Apr/May/June Deadline 2/01/14
Jul/Aug/Sep Deadline 5/01/14 Oct/Nov/Dec Deadline 8/01/14



Size Specifications:

	Width	Height
Full Page Bleed	8.75"	11.25"
Full Page Non-bleed	7.75"	10.25"
1/2 Page Horizontal	7.75"	5"
1/2 Page Vertical	3.687"	10.25"
1/4 Page	3.687"	5"
1/8 Page	3.687"	2.3"

Keep all live matter at least 1/4" from all edges.