

PK

MAGAZINE

2024 MEDIA KIT



About PK Magazine



PK Magazine publishes four times a year:

Spring:
March/April

Early Summer:
May/June

Late Summer:
July/August

Fall/Winter:
October/November

Distribution:
2,500 copies distributed through strategic rack locations throughout the area.

Mailed copies to our paid subscriber base

Digital replica edition targeted to Midland, Lubbock, Abilene, Wichita Falls, DFW Metroplex

Ad Deadlines:

Spring: February 21, 2024

Early Summer: April 17, 2024

Late Summer: July 24, 2024

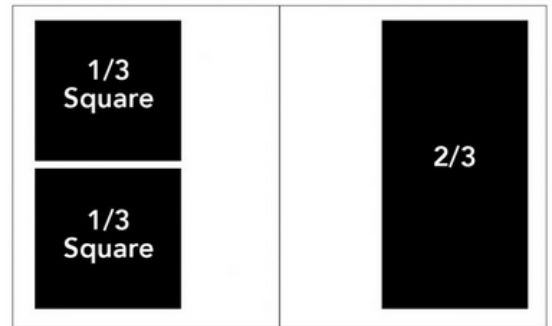
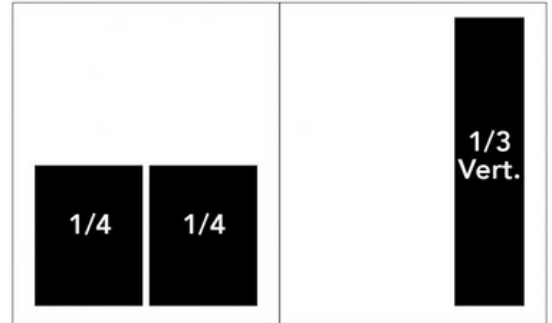
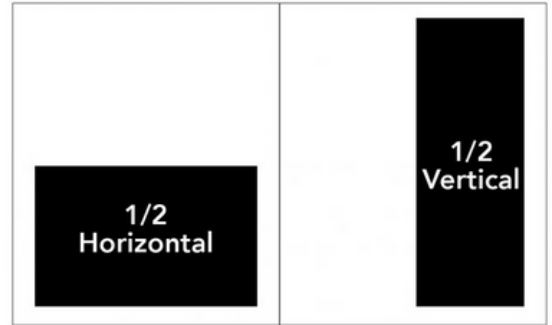
Fall/Winter: October 16, 2024

We connect our advertising partners to our desirable audience through print and digital. PK Magazine engages affluent, active Possum Kingdom locals and visitors alike with sophisticated editorial, so your advertising investment is surrounded by thought-provoking content. We want to partner with you to build your business by aligning our brands.

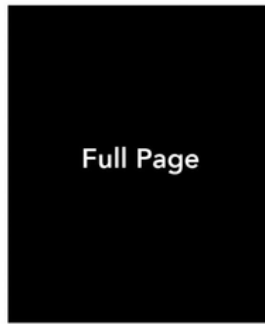
PK Magazine is published by KSN Family Investment, Inc. A local family that owns and operates The UPS Store at PK Plaza. Kim Nussbaum, former publisher of the Abilene Reporter-News and the Wichita (Kansas) Eagle has thirty-seven years of experience in the industry and is looking forward to our third year bringing this great product to those who love Lake PK.

Magazine Ad Sizes

AD SIZES	Size	Rate
Two Page Spread	18" X 10.875"	\$1200
Bleed: 18.25" X 11.125" / Trim 18" X 10.875" / Live Area: 17" X 9.875"		
Full Page	9" X 10.875"	\$655
Bleed: 9.25" X 11.125" / Trim 9" X 10.875" / Live Area 8" X 9.875"		
Two Third Page	4.93" X 9.75"	\$460
Half Page Horizontal	7.5" X 4.75"	\$370
Half Page Vertical	3.64" X 9.75"	\$370
Third Page Square	4.93" X 4.75"	\$235
Third Page Vertical	2.35" X 9.75"	\$235
Quarter Page	3.64" X 4.75"	\$195



Premium Positions: Add 20% premium for Inside front cover, page three, and inside back cover. Back Cover is \$950 and will contain mail permit.



Production Requirements

Camera Ready Ad Requirements

- InDesign (with all supporting images and fonts embedded or outlined), Illustrator EPS, TIFF, PNG, JPEG or PDF files are accepted.
- All images should be 300 dpi and color as CMYK.
- Full page ads need to include a .125 inch bleed with crop marks.
- Fractional ads need to be submitted with exact dimensions.

Creative Ad Design Available

Ad Submission

Email ads or ad materials to store7355@theupsstore.com
Please include your company's name in subject line and file names.

Terms and Conditions

Payment is due upon final ad submission or approval.

Cancellations

Cancellations must be submitted in writing 30 days prior to publication.

Rates

All rates are net. Non-profit rates available. Inquire for details.

Reserve your ad space today:
940-573-7170
email: store7355@theupsstore.com

Advertising Placement

The following premium positions are reserved until January 19th, 2024 for 2023 advertisers. These positions will be released and available in the event customer chooses not to renew for 2024:

- Inside Front Cover
- Page 3
- Page 5
- Page 7
- Center Spread
- Inside Back Cover
- Back Cover

Advertising Reservation

Receive discounted rate by advertising in all four editions (with signed contract)

	<u>One Time Rate:</u>	<u>Four Time Rate:</u>
<input type="checkbox"/> Full Page	\$655	\$595
<input type="checkbox"/> Two Third Page	\$460	\$415
<input type="checkbox"/> Half Page Horizontal	\$370	\$335
<input type="checkbox"/> Half Page Vertical	\$370	\$335
<input type="checkbox"/> Third Page Square	\$235	\$212.50
<input type="checkbox"/> Third Page Vertical	\$235	\$212.50
<input type="checkbox"/> Quarter Page	\$195	\$177.50

YES, sign me up for all four issues for discounted savings

Advertiser: _____

Authorized Signature: _____

Misc. notes for office use:

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