

# PK

MAGAZINE

# 2025 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 25, 2025

**Late Summer:** July 29, 2025

**Early Summer:** April 29, 2025

**Fall/Winter:** October 14, 2025

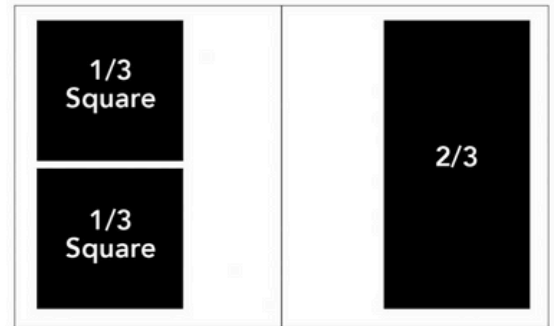
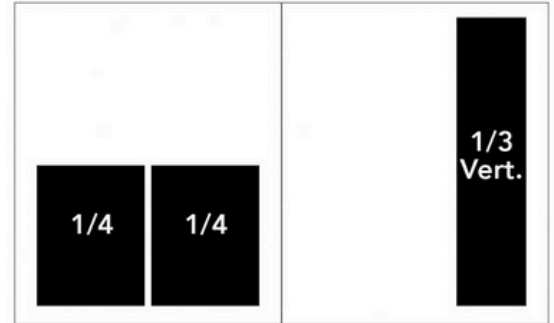
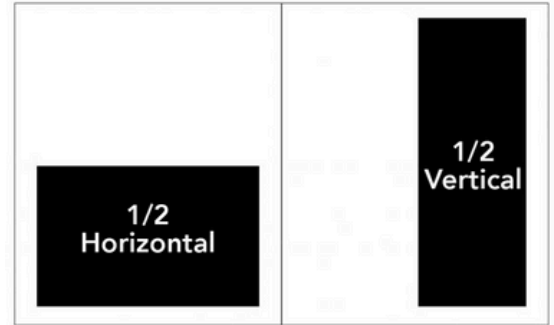
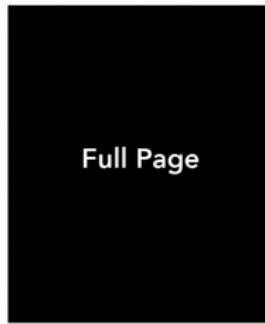
*We connect our advertising partners to our desirable audience through print and digital. PK Magazine engages affluent, active Possum Kingdom locals and visitors alike with sophisticated editorial, so your advertising investment is surrounded by thought-provoking content. We want to partner with you 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 fourth year bringing this great product to those who love Lake PK.*

# Magazine Ad Sizes

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

**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](mailto: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](mailto: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:

**PK**  
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