



Audience: Since 1911, Kentucky Association of Manufacturers (KAM) has aggressively advocated for the interests of Kentucky manufacturers to create and protect a manufacturing-friendly environment in the Commonwealth of Kentucky. THE GOODS, now an electronic publication, is published six times per year and distributed digitally to top executives and managers of manufacturing companies and others who support manufacturing. These Kentucky manufacturers have more than 230,000 employees. In addition, THE GOODS is also distributed to federal, state and local government officials and education leaders at the state and local level.

The Goods 2017 Editorial Calendar/Rate Card

| Issue | Primary Focus | Secondary Focus | Featured Industry Sector |
|-----------|---|-------------------------------|--------------------------|
| January | 2017 Legislative Preview | Workforce Development | Automotive |
| March | 2017 General Assembly Insights | Energy & Environment | Metals |
| May | 2017 Session Summary - Primary Election Review | Annual Conference Promotion | Machinery |
| July | Economic Development- Annual Conference Recap | International Commerce | Chemicals |
| September | General Election Preview | Manufacturing Month Promotion | Value of Manufacturing |
| November | Manufacturing Month Recap - General Election Review | Looking toward 2018 | Plastics |

Ad Pricing

| MEMBER | | NON-MEMBER | Publishing months: January, March, May, July, September, November |
|--|--------|------------|---|
| Back Cover | \$1200 | \$2400 | Deadlines: Ad Copy/Articles Due: Jan 9, Mar 6, May 8, Jun 30, Sep 4, Nov 6 Publishing Date: Jan 25, Mar 22, May 24, Jul 19, Sep 20, Nov 22 |
| Full Page | \$1000 | \$2000 | |
| 1/2 Page | \$500 | \$1000 | |
| 1/4 Page | \$250 | \$500 | |
| Please note: Editorial pricing and display ad pricing are identical. Rates assume print-ready copy. Add 5% for premium position requests. Magazine format, 8.5 x 11 inch page layout | | | |

DIGITAL: We accept files created in Illustrator (EPS), InDesign, or Photoshop (PSD or TIF).

All art should be saved in CMYK for color work at high resolution (300 dpi).

TERMS: Payment in U.S. funds due within 10 days of billing date.

| Advertising Measurements | Size | Editorial Word Count |
|--|--------------|----------------------|
| 8.5" wide x 11" tall | Full Page | 1000 – 2000 words |
| Vertical – 4.25" wide x 11" tall Horizontal – 8.5" wide x 5.5" tall | Half Page | 600 – 750 words |
| 4.25" wide x 5.55" tall | Quarter Page | 250 – 300 words |

**For more information contact: Karen Ellis, Editor, Kentucky Association of Manufacturers
502-352-2485 • k.ellis@KAM.us.com**