



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 2018 Editorial Calendar/Rate Card

Issue	Primary Focus	Secondary Focus	Featured Industry Sector
January	2018 Legislative Preview	Workforce Development	Automotive
March	2018 General Assembly Insights	Energy & Environment	Metals
May	2018 Session Summary - Primary Election Review	Annual Conference Promotion	Machinery
July	Economic Development- Annual Conference Recap	International Commerce	Chemicals
September	Manufacturing Month Promotion	State of Manufacturing	Value of Manufacturing
November	Manufacturing Month Recap – Legislative Preview	Looking toward 2019	Plastics

Ad Pricing

<u>MEMBER</u>		<u>NON-MEMBER</u>	Publishing months: January, March, May, July, September, November
Back Cover	\$1200	\$2400	Deadlines: Ad Copy/Articles Due: Jan 15, Mar 12, May 8, Jul 9, Sep 10, Nov 12 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**