

AUTOVISION

Kentucky Automotive Industry Association Publication



WHO ARE WE?

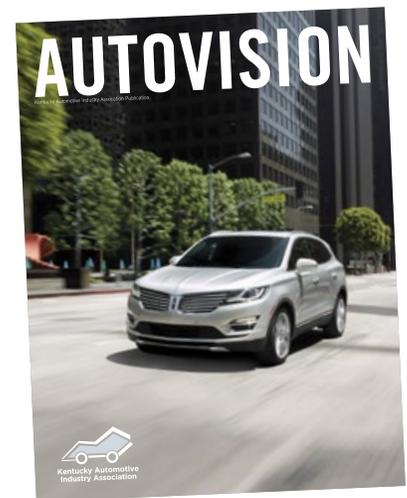
The Kentucky Automotive Industry Association works hand-in-hand with **Kentucky's OEMs, automotive suppliers** and **Kentucky economic development leaders** to address the challenges and opportunities of the industry.

AutoVision Magazine is distributed to C-Suite executives, economic development leaders, industry experts and other professionals in the automotive industry, as well as local, state and federal representatives.

WHY KAIA IS IMPORTANT

- ◆ Kentucky produced more than **1.3 million vehicles** last year, ranking the state third in light vehicle production and first on a per capita basis
- ◆ Nearly **90,000 Kentucky workers** are employed by auto-related firms
- ◆ Kentucky has more than **480 automotive-related firms** located in **80 of Kentucky's 120 counties**
- ◆ *Business Facilities* magazine ranks Kentucky **#3 in automotive strength**

ABOUT THE PUBLICATION



AutoVision is the official publication of the Kentucky Automotive Industry Association. This professionally designed quarterly magazine is a critical component of the Kentucky Automotive Industry Association's communications program and features relevant information and editorial content for people working in and with Kentucky's growing automotive industry. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *AutoVision*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing

844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com

EDITORIAL CALENDAR

Issues	Delivered to Members
Summer	August 2016
Fall/Winter	November 2016
Spring	March 2017
Summer	June 2017

NET ADVERTISING RATES: AUTOVISION

Size	1x	Multiple ads
Inside Front Cover	\$2,500	\$2,000
Back Cover	\$2,500	\$2,000
Full Page	\$1,300	\$1,100
Half Page Horizontal	\$700	\$600
Half Page Vertical	\$700	\$600
1/4 Page Block	\$400	\$340
Two-Page Advertorial (Center Spread)	\$5,000	\$5,000

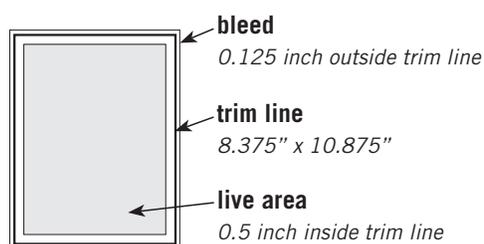
All rates are per placement for full-color advertisements.

SPECIFICATIONS: AUTOVISION

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page Block	3.875" x 4.937"

* Full-page ads are intended to bleed off the page (see example)

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

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www.innovativepublishing.com