

KETTLE TALK

A QUARTERLY PUBLICATION OF RETAIL CONFECTIONERS INTERNATIONAL

Featuring member-contributed articles, each issue delivers relevant content on the topics of production, marketing and owning a business, as they relate to retail confectioners. Printed in full color on high-quality paper and distributed to RCI members quarterly. Digital versions are also available online for members to access anytime.



2020 Advertising Insertion Order

Company Name: _____

Agency (if applicable): _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

1 Check desired issue(s):

- Jan/Feb/Mar Artwork and Payment Deadline 11/05/19
- Apr/May/June Artwork and Payment Deadline 2/05/20
- Jul/Aug/Sep Artwork and Payment Deadline 5/05/20
- Oct/Nov/Dec Artwork and Payment Deadline 8/05/20

GREAT VALUE: Advertise for a full year! Reserve a full year of issues in the same year and pay less per issue, plus change artwork for each issue at no additional cost!

2 Check desired ad size and circle rate choice:

	Member Rate		Non-Member Rate	
	1 issue	full year (per issue)	1 issue	full year (per issue)
<input type="checkbox"/> Full page	\$410	\$390	\$560	\$540
<input type="checkbox"/> 1/2 page	\$240	\$230	\$400	\$380
<input type="checkbox"/> 1/4 page	\$170	\$160	\$330	\$310
<input type="checkbox"/> Premium Placement Inside Front Cover	\$460	\$515	\$760	\$815

Rates are net RCI.

FOR BEST VALUE: Become an RCI member!

See Digital Media Specifications on page 2.

3 Payment:

Advertisement insertion orders are not confirmed until payment has been made. Payments and artwork are due by date shown above.

We prefer to be invoiced: Per issue Annual I agree to pay the amount of \$_____.

4 Sign to confirm rate and details:

Authorized by: _____

For office use only: Artwork Payment YM

2020 Digital Media Specifications

DIGITAL FILES

We prefer that all ads be saved as press-ready, high-resolution PDF files.

Additional graphic formats accepted:

High-Res TIFF

EPS

High-Res JPEG (Publisher will not be held responsible for quality of JPEG reproduction.)

MEDIA TRANSMISSION

Files may be submitted via email to: marketing@retailconfectioners.org

If the file is too large to send via email, hightail.com or box.com are viable online file sharing options.

ARTWORK

All graphics files should be 300 dpi at final scale. All text should be embedded or rendered as an outline. Ads must be to correct size.

ABOUT COLOR

Kettle Talk is printed in four-color process (full color); therefore, all colors used in ad materials must be converted to CMYK before submission. Please do not supply files as RGB, including imported graphics. Kettle Talk reserves the right to convert any PMS ink to standard process conversions without permission from advertisers or agencies.

AD MATERIALS RESPONSIBILITY

In the event the advertiser fails to supply ad materials by the deadline, RCI reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place.

Jan/Feb/Mar	Deadline 11/05/19
Apr/May/Jun	Deadline 2/05/20
Jul/Aug/Sep	Deadline 5/05/20
Oct/Nov/Dec	Deadline 8/05/20

SIZE SPECIFICATIONS:

	Width	Height
Full Page Bleed	8.75"	11.33"
Full Page Non-bleed	7.75"	10.25"
1/2 Page Horizontal	7.75"	5"
1/2 Page Vertical	3.687"	10.25"
1/4 Page	3.687"	5"

Keep all live matter at least 1/2" from all edges.

