



# 2010 MEDIA KIT

**SUBMIT MATERIALS TO:**  
 28 White Bridge Road, Suite 209  
 Nashville, Tennessee 37205

**PHONE (615) 627-2215**  
**FAX (615) 627-2197**

## 2010 Classified Rates & Closing Dates

### Preferred Media

Digital Printer Ready: Full page or larger files for print ready materials should be submitted as CMYK in SWOP endorsed PDF/X1A formats. Please supply a SWOP proof made directly from the supplied file.

Please ensure that all document sizes are created to the material specifications, no internal crop marks. Full page bleed ads should be created to trim size and artwork should be extended to 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

If native files are supplied, supply pre-flighted files as Macintosh format in Quark Xpress® or Illustrator®. Include all supporting files: high-resolution images and fonts. Acceptable media for file transfer is a CD or DVD disc. All files should be submitted in their native format and at the proper resolution. Electronic images should be supplied as

an .eps or .tif format at 300 dpi and as CMYK. All live artwork should be placed at no more than 120% or less than 80% of its actual size. Convert all colors to process separation including Illustrator® .eps files.

### Proofs

Proofs must accompany all materials. Laser proof for B/W ads. Please supply a SWOP contract proof made directly from the supplied file for all color ads.

### Fonts

Include all fonts both screen and printer, (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) fonts are preferred. If the font you want/need is available only as a TrueType (TT) font, please let us know when the job is submitted. In some instances, the conversion from TrueType to Type 1 can cause some reflow of text.

### File Transfer Protocol (FTP)

File Transfer Protocol (FTP) is also available for uploading. Call our production department at (615) 627-2215 or email [art@roadking.com](mailto:art@roadking.com) for User ID and password. If using FTP, files must be compressed with Stuffit® as Self Extracting Archives (.sea) and when uploaded, must be encoded as BinHex (.hqx) file. Fax notification and a proof to our production department at (615) 627-2197. A .pdf file can be sent as a color proof only.

*Road King reserves the right to reject or exclude all advertising or any advertisement that is in its opinion unethical, misleading, unfair or otherwise incompatible with the character of the publication.*

2010 ISSUE & CLOSING DATES		
Issue	Ad Reservations Due	Materials Due
January/February	November 19, 2009	November 25, 2009
March/April	January 25	January 29
May/June	March 22	March 26
July/August	May 21	May 27
September/October	July 26	July 30
November/December	September 20	September 24

Road King classified space is only sold by the column inch. Logos or illustrations must be submitted electronically or in camera ready form.

**Black and white rates per column inch: \$295**

Sizes: 1 column = 2-1/4"  
 2 columns = 4-3/4"  
 3 columns = 7-1/4"

# 2010 KIOSK ADVERTISING

All packages and rates are based on a one month commitment. Bimonthly rates and other packages are available upon request.

## Premium Package \$3,500 net

- 1-page sponsorship ad
- 1 full-page click through ad on the touch screen
- Option to print out a coupon or trailing message

## Standard Package \$2,000 net

- 1-page sponsorship ad
- 1 full-page click through ad on the touch screen
- Option to print out a coupon or trailing message

## Shower Certificate Sponsor \$1,500 net

- Your logo will be displayed on every shower certificate printed during the one month promotional period

## Redemption Certificate \$750 net

- Your logo will be displayed on every redemption certificate printed during the one month promotional period



## Production and Layout

### Software

Illustrator® 4.0 or later  
Adobe Photoshop® 5.0 or later

### Media

CD, DVD or e-mail

### Page Sponsorship Ad

1024 x 97 pixels  
Pixels per inch = 72  
Color: RGB (red, green, blue)  
Target file size: ~ 90 K  
Baseline jpeg images

### Full Page Ad

1024 x 678 pixels  
Pixels per inch = 72  
Color: RGB (red, green, blue)  
Target file size: ~ 310 K  
Baseline jpeg images

### Logo for Certificate Sponsorship

Message with picture/graphic(s):  
Raster EPS file (Photoshop®)  
Color: Grayscale  
328 x 294 pixels, Pixels per inch = 72  
Message without picture/graphic(s):  
Vector EPS file (Illustrator®)  
Color: Grayscale  
328 x 294 pixels, Pixels per inch = 72

### Trailing Message & Print Coupon

Message with picture/graphic(s):  
Raster EPS file (Photoshop®)  
Color: Grayscale  
572 x 622 pixels, Pixels per inch = 72  
Message without picture/graphic(s):  
Vector EPS file (Illustrator®)  
Color: Grayscale  
572 x 622 pixels, Pixels per inch = 72

## 2010 DEADLINES

Promotional Period	Reservations/Materials due	Promotional Period	Reservations/Materials due
January .....	December 18, 2009	July .....	June 18
February .....	January 15	August.....	July 16
March .....	February 19	September .....	August 20
April .....	March 19	October .....	September 17
May .....	April 16	November .....	October 15
June.....	May 14	December.....	November 19