



official publication of the pancretan association of america

KPHTH

www.PANCRETAN.org

media kit 2009



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KPHTH MAGAZINE
PMB# 387
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KPHTH MAGAZINE SUBSCRIPTION FORM

cut here

The BEST gift for your relatives in Greece, your children or your friends. **Subscribe NOW!**

Last Name: _____ First Name: _____

Address: _____ City: _____ Zip: _____

Tel: _____ Email: _____ State: _____

Yes! I would like to subscribe to KPHTH Magazine. Check payable to: KPHTH Magazine/PAA.
 1 Year Subscription 10 issues for \$45 - USA Mail to: PANCRETAN ASSOCIATION OF AMERICA
 1 Year Subscription 10 issues for \$90 - World 8530 Sharon Drive, White Lake, MI 48386

Publication Schedule 2009

Issue #.	Publication Issue	Deadline
793	<input type="checkbox"/> Dec/Jan 2008-09	November 5
794	<input type="checkbox"/> February 2009	January 5
795	<input type="checkbox"/> March 2009	February 5
796	<input type="checkbox"/> April 2009	March 5
797	<input type="checkbox"/> May 2009	April 5
798	<input type="checkbox"/> June 2009	May 5
799	<input type="checkbox"/> July/August 2009	June 5
800	<input type="checkbox"/> September 2009	July 5
801	<input type="checkbox"/> October 2009	September 5
802	<input type="checkbox"/> November 2009	October 5
803	<input type="checkbox"/> Dec/Jan 2009-10	November 5

Circulation

Estimated Readership **16,700**

2009 Total Circulation **3,300**

Individual Subscriptions **3,100**

Additional Copies **200**

Members Subscription Price **\$20 per year**

Non-Member Subscription Price **\$45 per year**

Digital Requirements

Produced by offset. Supply good proofs or artwork and photos **Art-work MUST BE** camera ready. **IBM** platform EPS (placeable) files accepted (*Call for details*). **For** color photograph in digital format the minimum resolution **MUST BE 300dpi** in order to be acceptable for printing. **For** black & white photograph in digital format the minimum resolution **MUST BE 300dpi** in order to be acceptable for printing. **For** line art (logos, line artwork) in digital format the minimum resolution **MUST BE 600dpi** in order to be acceptable for printing. **TIFF** files (600dpi) accepted for ads/artwork that has no halftones (only bitmaps). Extra charge may apply for typesetting & artwork. **IBC** PC: High resolution PDF, InDesign, Illustrator 8.0 or higher, Photoshop.

RESTRICTIONS:

All advertising and articles submitted is subject to approval. KPHTH MAGAZINE in its sole discretion reserves the right to approve the content and appearance of any ad or article, prior to acceptance for publication. Ads are not accepted over the telephone. Orders are not cancelable after deadlines.

PAYMENT TERMS: All ads are payable in advance.

From the Editor

February 2009

Dear Advertiser,

Thank you for your interest in advertising with KPHTH MAGAZINE.

For more than 80 years, KPHTH MAGAZINE has been a true communication link among 1st, 2nd, 3rd and 4th generation Greek-Americans of Cretan descent.

With more than 3,300 paid subscribers and an estimated 16,700 readers, and with distribution to all Greek Government offices in the U.S. and abroad, to all Greek religious organizations and many high profile readers, our magazine is the highest quality association magazine in the American continent, and one of the best advertising investments you will meet in the Greek-American magazine market today.

The involvement of our readers is our philosophy, the driving force behind our way of thinking. Therefore, we have created new articles and permanent columns such as "Chapter Profile", a column that is dedicated every month to a different chapter-member of the PanCretan Association of America, and "People", a column profiling many distinguished Cretan-Americans and their contribution to society. We have also completely redesigned the highest readership pages, "Chapter News", making this column easy to navigate and locate, and the columns named "MailBox" and "ByEmail", where our readers send us their opinions, comments and constructive criticism about the magazine and where any note-worthy PanCretan correspondence will be published. We would also like to draw your attention to the many fun columns we have began to include in our publication, including "Mantinas", "Cretan Jokes", and "Recipes", adding to the magazine an entertaining dimension to the existent educational, informative and cultural ones. And because a photo is worth a thousand words, KPHTH Magazine's new and improved "Month in Photos" is sure to attract all our readers and has already received very positive feedback.

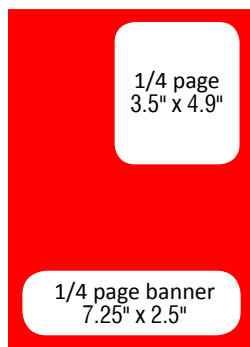
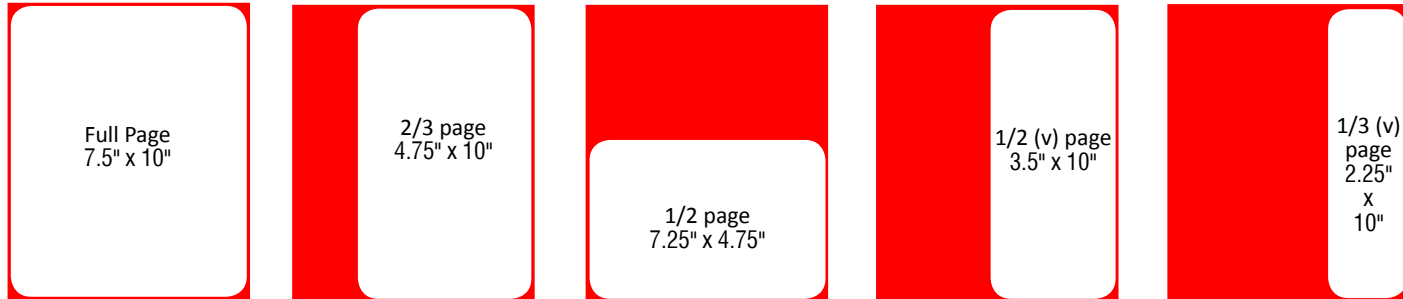
We are positive that the advertising message you are looking to send can be communicated effectively and successfully through the pages of KPHTH Magazine. **WE HAVE** the right audience for you!

If you have any questions or need any information regarding advertising with our magazine please feel free to contact me at the numbers below.

Once again, thank you for your interest in advertising in KPHTH MAGAZINE, the Official Publication of the PanCretan Association of America.

Sincerely,
Nikos Katsanevakis
Editor-In-Chief

Advertising Sizes



Ad Rates

Size	1 insertion	3 insertions	6 insertions	10 insertions	Discount
<i>Saving Discounts</i>					
Back Cover	2000	1800	1500	1200	<i>Discount Savings are applicable only if are prepaid in full in advance. Rate for 3,6,10 insertions are per insertion</i>
Front Inside Cover	1800	1620	1350	1080	
Back Inside Cover	1800	1620	1350	1080	
Full Page	525	472.50	393.75	315	
2/3 Page	420	378	315	252	
1/2 Page	367.50	330.75	275.63	220.50	
1/3 Page	262.50	236.25	196.87	157.50	
1/4 Page	210	189	157.50	126	
1/6 Page	105	94.50	78.75	63	
1/4 page					
1/4 page banner					

Advertising Order

You are hereby authorized to insert _____ of advertising to run _____ in **KPHTH MAGAZINE**, beginning with the _____ issue and ending with the _____ issue. Insertions will be made indicated below

- December/January February March April May
 June July/August September October November

unless otherwise specified by us by closing date. Contracted ads will be billed at a cost of \$_____ gross per insertion.

Advertiser's Information

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT: _____

PHONE: _____ FAX: _____

E-MAIL: _____

DATE: _____ SIGNATURE _____

Make check payable to PAA/KPHTH MAGAZINE & mail it to : James Saklas, 694 Merrimac Ct. Davidsonville, MD 21035-1353

We, the advertiser/agency, agree to furnish advertising copy prior to the closing dates established by the current rate card; otherwise you are authorized to repeat copy run in previous issue. We agree to furnish all negatives, camera-ready art, discs, etc. **TERMS/PAYMENT:** 30 days net after third month's ad run. All others payable in advance of publication. Rendering of bill to an advertising agency shall not release advertiser in case of non-payment by agency. In the event of non-payment by agency, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such invoices as are due and payable to publisher. Agency commissions will be recognized only if invoices are paid within 30 days of billing date. All advertisers are subject to short rate invoicing if contract is not fulfilled and/or a rebate for a lower earned rate. Cancellation of contracts must be made in writing and are not acceptable after established closing dates. **COPY REQUIREMENTS:** Advertiser and advertising agency assume full liability for all content including text and illustrations of advertisements printed, assume responsibility for any claims arising therefrom made against the publisher, and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy is subject to publisher's approval. **IMPORTANT:** KPHTH MAGAZINE reserves the right to change publication dates and/or skip issues without prior notification. Deadlines (see publication schedule) are for everything needed, i.e.: copy, layouts, camera-ready artwork, photographs and payment.