

KRCB TELEVISION 22 RADIO 91 FM

Ad Requirements for *Open Air*, KRCB's Monthly Program Guide

How to set up your full color print ad for *Open Air*

- Full color ads must be set up in CMYK and 300 dpi.
- Save the digital file as a composite PDF, embed all fonts, or as a TIF file.

How to meet the publication deadlines for graphics and text

- Before a print ad can appear, a contract must be received by the KRCB sales representative who is handling the client's request.
- Digital files must be received no later than the last Friday of the month.
- Email files to connie_berens@krcb.org. Questions - 707-584-2033.
- Proofing changes must be submitted no later than the 1st working day of the month before the issue in which the print ad is to appear.

KRCB designer sets up your ad

- Client provides all logos and photos, must be at least 300 dpi

Contact your underwriting sales rep if you have any questions.

KRCB TELEVISION 22 RADIO 91 FM

A
D
V
E
R
T
I
S
I
N
G

R
A
T
E
S



All ads available in full color - no bleeds

Full Page

Inside back cover

Open Rate: \$700 / 12 issues \$ 7,000

Other inside pages

Open Rate: \$600 / 12 issues \$6,000

Two Thirds

Inside front -

Open Rate: \$600 / 12 issues \$6,000

Other inside pages

Open Rate: \$400 / 12 issues 4,000

Half Horizontal

Open Rate: \$330 / 12 issues \$3,300

One Third Square

Inside front

Open Rate: \$325 / 12 issues \$3,250

Other pages

Open Rate: \$220 / 12 issues \$2,200

One Third Vertical

Inside front

Open Rate: \$325 / 12 issues \$3,250

Other pages

Open Rate: \$220 / \$2,200

Sixth Vertical

Inside front

Open Rate: \$175 / 12 issues \$1,750

Other pages

Open Rate: \$125 / 12 issues \$1,250

Back Cover Only

Two Thirds - 3.023 X 7.85

Open Rate: \$650 / 12 issues \$6,500

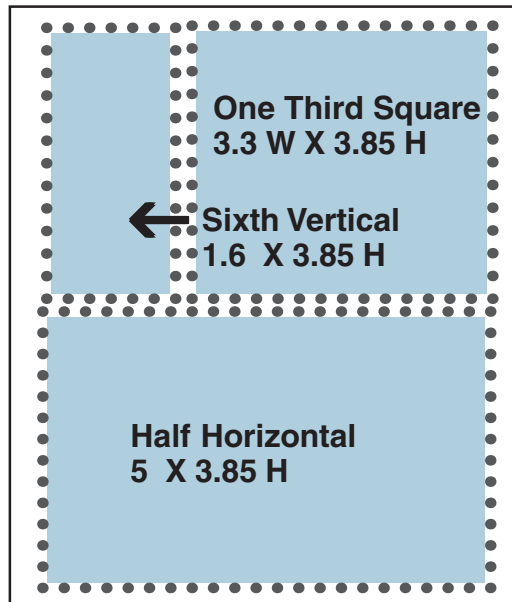
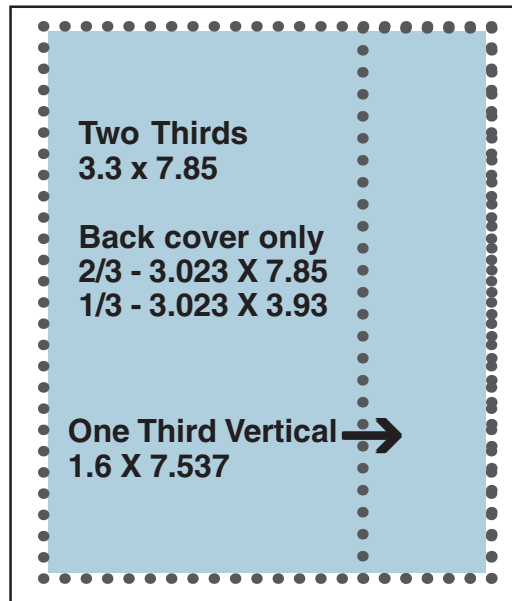
One Third - 3.023 X 3.93

Open Rate: \$350 / \$3,500

Benefits to advertisers:

- Monthly circulation of 10,000
- Thirty-day shelf life
- Direct mail to all KRCB members

Full Page 5 X 7.85



Note: Please ask your KRCB Sales Rep for availability and special discounts with underwriting on KRCB TV or Radio programs.

KRCB Television 22 and Radio 91
5850 Labath Avenue, Rohnert Park, CA 94928
707-584-2000 krcb.org



PBS

