

knightlife

AN ANNUAL PUBLICATION OF THE STATE OF GEORGIA KNIGHTS OF COLUMBUS MAY 2017 

2017 STATE CONVENTION MAGAZINE

PUT THE LOYALTY OF MORE THAN 18,000 KNIGHTS OF COLUMBUS MEMBERS IN GEORGIA TO WORK FOR YOUR BUSINESS.



The cover of KnightLife 2017 will feature the Monastery of the Holy Spirit in Conyers, GA

KnightLife 2017 is a keepsake annual publication that will be distributed to representatives of Georgia's 111 Knights of Columbus councils at our statewide meeting in May 2017 and to Knights across the state thereafter.

Placing your full-color ad is a great way to show your support for the charitable work of the Knights and get your business in front of community-minded people who will support you in return.

Here are just a few of the many reasons why one of our affordable ads is worth far more than you'll pay:

LONG SHELF LIFE: In addition to great editorial content, KnightLife 2017 also contains statewide contact and recruiting information that make it a valuable reference tool for every council in Georgia. That means a full year's worth of exposure for you.

GREAT AD PLACEMENT: KnightLife's advertising locations are guaranteed to get your business noticed. Whether it's inside the cover, opposite the schedule of events, or facing a popular feature or section divider, your ad will definitely stand out.

ADVERTISING FOR A GREAT CAUSE: When you support KnightLife, you also support the work of the Knights of Columbus for worthy charities across Georgia.

IMPORTANT DATE:

- Early Bird: January 27th, 2017
- Verbal/Written Commitment: February 26th, 2017
- Ads: March 30th, 2017
- Payment: March 30th, 2017

NAME: _____

COUNCIL: _____

CONTACT INFO: _____

AFFORDABLE ADVERTISING RATES

Big exposure. Big color.
Small Price.

	STANDARD RATE	EARLY BIRD
BACK COVER, FULL PAGE.....	\$1210	\$1045
FULL PAGE PREMIUM*	\$725	\$605
FULL PAGE STANDARD.....	\$415	\$325
HALF PAGE.....	\$250	\$215
QUARTER PAGE.....	\$165	\$110

* PREMIUM PLACEMENT INCLUDES INSIDE FRONT COVER, INSIDE FRONT SPREADS (PAGES 1-3), OPPOSITE TABLE OF CONTENTS OR EVENT SCHEDULE, INSIDE BACK SPREADS, INSIDE BACK COVER, ETC.

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THE GEORGIA KNIGHTS OF COLUMBUS STATE CONVENTION MAGAZINE
Commercial Advertising Order Form p. 1

Company Name: _____

Ad Contact Name: _____ Email: _____

Ad Contact Address: _____

Ad Contact Phone(s): _____

1. **Ad size and price:** (circle one)
- | | | | |
|-------------------------|------------------|----------------------------|----------------|
| Back cover..... | \$1210 (\$1045*) | Half page vertical | \$250 (\$215*) |
| Full page premium..... | \$725 (\$605*) | Half page horizontal | \$250 (\$215*) |
| Full page standard..... | \$415 (\$325*) | Quarter page..... | \$165 (\$110*) |

* early bird discount applies to ad payments received by Friday, January 29, 2017

2. **Are you submitting complete finished art for your own ad?** (circle one) YES NO (if no, skip to #3A below)

If yes, what kind of file are you sending? (circle one) PDF JPG EPS TIFF AI PSD INDD

- DO NOT submit Microsoft Word (.doc or .docx), PowerPoint (.ppt), Excel (.xls), or Publisher (.pub) files. These files produce an inferior print result and will be returned to you for reformatting.
- Photograph(s), logos, and other digital images must be at least 300 dpi/ppi at the size they are to appear in print. Images copied and pasted from onscreen sources are usually only 72 dpi/ppi and produce an inferior result in magazine-quality print.
- Have questions about file types or photo resolution? Not sure whether your ad or photograph will work? Please contact our friendly design team at Ireland Design, 912-484-2134 or kofcdesigner@comcast.net. We love to help!

What is the exact name of your ad file? _____

File name should identify your business by name and include ad size and horizontal vs. vertical orientation (FP, HPVert, HPHoriz or QP) and file-type suffix (.pdf, .jpg, etc.) Example: Cafe222HalfPVerticalAd.jpg or SmithPrintingFPAd.pdf

Submit electronic file via email to Sales Ad Coordinator

- 3.A. **OR are you using one of our free design templates?**

If yes, circle the template style you prefer below. If no, skip to #4 on the next page.

TEMPLATE STYLE A

TEMPLATE STYLE B



full or 1/4 page



1/2 page vertical



1/2 page horizontal



full or 1/4 page



1/2 page horizontal



1/2 page vertical

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THE GEORGIA KNIGHTS OF COLUMBUS STATE CONVENTION MAGAZINE
Commercial Advertising Order Form p. 2

B. Business or organization name (including descriptive tag line if you choose, written exactly as you want it printed):

C. Custom message (exactly as you want it printed—attach an additional page if necessary):

D. Business or organization contact information (exactly as you want it printed):

E. Additional information, instructions, or requests for the design team (including specific color requests and information about logos, photos, or other images you wish to include):

4. SEND IT IN! Mail this completed form with your payment no later than Thursday, March 30, 2017 (or by Friday, January 27, 2017 to receive the early bird discount) to:

2017 Convention Book
c/o Ron Rigby, State Executive Secretary
P.O. Box 82268
Conyers, GA 30013

Make Checks Payable to: Knights of Columbus Georgia State Council
Memo Line: 2017 Convention Book Ad

Have a question? Need help? Contact any member of the KnightLife 2017 Advertising Sales Team:

- R. Scott Read – Convention Book Director (404-630-6405, scott.read@thereadhome.com)
- Rich Parcels – Atlanta Archdiocese Ad Sales Coordinator (404-984-8484; raparcels@yahoo.com)
- Brian Sartain – Savannah Dioceses Ad Sales Coordinator (904-557-8051; craneworm@yahoo.com)
- Tom Klein – News and Sales Coordinator (770-424-6204; tomklein@mindspring.com)

Thank you for your support!

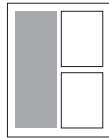
for KnightLife staff use only: materials rec'd date: _____
payment from: _____
payment rec'd date: _____ check #: _____
notes: _____

HOW TO SUBMIT AN AD:

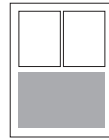
STEP ONE: Choose your ad size and price.



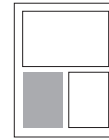
FULL PAGE
7.25" w x 9.75" h
\$415 standard,
other prices
depending on
ad location



**HALF PAGE
VERTICAL**
3.5" w x 9.75" h
\$250



**HALF PAGE
HORIZONTAL**
7.25" w x 4.75" h
\$250



**QUARTER
PAGE**
3.5" w x 4.75" h
\$165

STEP TWO: Send us an ad you have already prepared.

1. Use your own print-quality digital ad file in .pdf, .eps, .jpg, .tiff, or Adobe .ai, .psd, or .indd format.

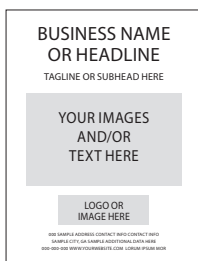
- Electronic Files Only (no printed or CD Ads)
- DO NOT submit Microsoft Word (.doc or .docx), PowerPoint (.ppt), Excel (.xls), or Publisher (.pub) files. These file types produce an inferior print result and will be returned to you for reformatting.
- Photographs, logos, and other digital images must be at least 300 dpi/ppi at the size they are to appear in print. (Images copied and pasted from online sources are usually only 72 dpi/ppi. They look great on screen, but produce an inferior result in magazine-quality print.)
- Have questions about file types or photo resolution? Not sure whether your ad or photograph will work? Contact our friendly design team at Ireland Design, 912-484-2134 or kofcdesigner@comcast.net. We love to help!

2. Rename your ad file to include your business name, ad size, and horizontal vs. vertical orientation (half-page ads only) and end with the appropriate file format suffix (.jpg, .pdf, etc.)

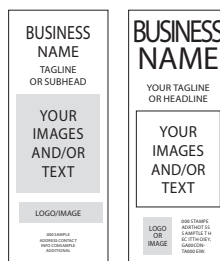
like this: Cafe222HalfPVerticalAd.jpg or WilliamsPrintingFPAd.pdf (Don't leave blanks in your file name.)

OR: Use one of the free design templates below.

- Don't have an ad you want to use? We'll plug your information into one of our ready-made templates.
- Include your company name, the custom message of your choice, and your location and contact information.
- If you have a logo, photos, or other graphics you want to include, follow the file format and submission instructions in STEP TWO above and we'll plug



Use these template styles for full and quarter-page ads.



Use these template styles for half page vertical ads.



Use these template styles for half page horizontal ads.

THAT'S IT! Have questions? Need help? Contact a member of the KnightLife 2017 Advertising Sales Team:

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- Rich Parcels – Atlanta Archdiocese Ad Sales Coordinator (404-984-8484; raparcels@yahoo.com)
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