

knighthlife

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

2017 STATE CONVENTION MAGAZINE

COUNCIL, ASSEMBLY, CIRCLE, AND AUXILIARY AD INFORMATION

SAME LOW AD RATES:

Council rates for black-and-white ads haven't gone up in ten years! Submit your own ad or choose one of our free, easy-to-use ad templates.

FULL COLOR OPTION:

Once again, a limited amount of full-color ad space is available to councils, assemblies, circles, and auxiliaries for a low \$30 per quarter page upgrade.

Council-rate color ad space is available on a first-come, first-served basis. This popular upgrade ran out early in KnightLife 2017, so reserve your space now!

COMMERCIAL AD SALES INCENTIVES:

Any council, assembly, circle, or auxiliary that sells two full-page commercial ads will receive their own full page black-and-white ad for free! (\$120 credit or refund of ad cost already paid.) In addition, the council that sells the most commercial ad space will receive complimentary registration to the 2017 State Convention!

AD SPACE IS LIMITED:

Ad space is "reserved" when Advertising Coordinator confirms receipt of full payment. Ad space sold out in 2016 so don't wait to reserve yours! (See instructions and order form inside inside this packet.)

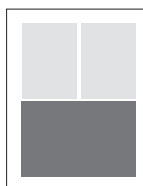
Have questions? Need help? Please contact a member of your KnightLife 2017 Advertising Sales Team:

- 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)

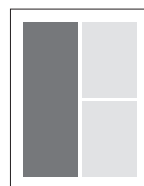
2017 AD SIZES AND RATES:



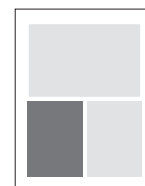
FULL PAGE
7.25" w x 9.75" h
black and white: \$120
**color: \$180



HALF PAGE HORIZONTAL
7.25" w x 4.75" h
black and white: \$60
**color: \$90



HALF PAGE VERTICAL
3.5" w x 9.75" h
black and white: \$60 **color: \$90



QUARTER PAGE
3.5" w x 4.75" h
black and white: \$30
**color: \$45

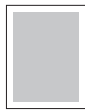
** Color ad rates are based on a flat \$15 per-quarter-page upgrade fee. Color ad space is limited and available on a first-come, first-served basis. An ad is considered reserved when Advertising Coordinator confirms receipt of full payment. If your group requests and pays for color after our allotted color space runs out, your ad will run in black and white and the color upgrade portion of your payment will be refunded.



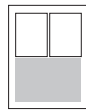
The cover of KnightLife 2017 will feature the Monastery of the Holy Spirit in Conyers, GA

HOW TO SUBMIT AN AD IN TWO EASY STEPS:

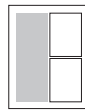
STEP ONE: Choose your ad size and price



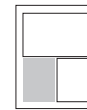
FULL PAGE
7.25" w x 9.75" h
B&W..... \$120
COLOR..... \$180



HALF PAGE HORIZONTAL
7.25" w x 4.75" h
B&W..... \$60
COLOR..... \$90



HALF PAGE VERTICAL
3.5" w x 9.75" h
B&W..... \$60
COLOR..... \$90



QUARTER PAGE
3.5" w x 4.75" h
B&W.....\$30
COLOR..... \$45

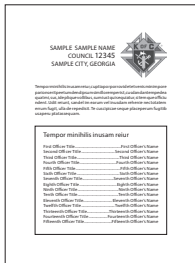
STEP TWO: Submit an ad you have already prepared

- Send us your high-resolution digital ad file in .pdf, .eps, .jpg, .tiff, or Adobe .ai, .psd, or .indd format.
 - PLEASE 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.
 - 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 online sources—or embedded into Word documents—are usually only 72 dpi/ppi and produce an inferior result in magazine-quality print.)
 - Have questions about file types, photo resolution, or need other help with your ad or images? Contact our friendly design team at Ireland Design, 912-484-2134 or kofcdesigner@comcast.net. We love to help!
- Name your ad file to identify your group (including council or assembly number), and indicate your ad size, horizontal vs. vertical orientation (for half page ads), and black-and-white (BW) vs. paid color upgrade preference, then end with the appropriate file type suffix (.pdf, .jpg, etc.)

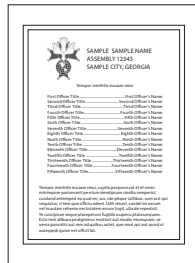
examples: Council12345FPcolor.pdf or Assembly222HPVerticalBW.jpg (Don't leave blanks in your file name.)
- Deliver your Ad via email to Ad Sales Coordinator in your Diocese

OR Choose one of our ready-made design templates

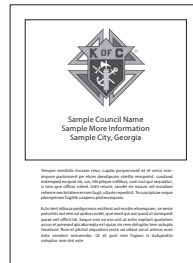
- Include your group name and location, KofC emblem(s), officer names, photos, and/or custom message of your choice.
- Our design team will adapt the template you choose to fit the ad size and specifications you request.



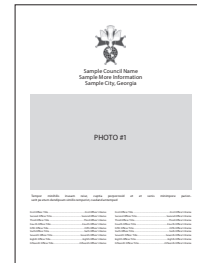
TEMPLATE 1 includes:
medium emblem
custom message
officer listing
highlight frame around officer names



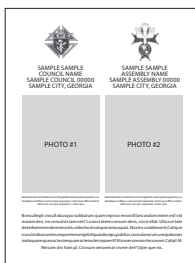
TEMPLATE 2 includes:
medium emblem
officer listing
custom message
double frame around entire ad



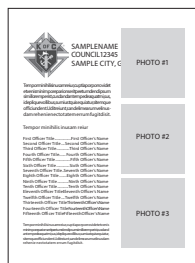
TEMPLATE 3 includes:
one large or two medium emblems
space for custom message and/or officer names
highlight frame around group info



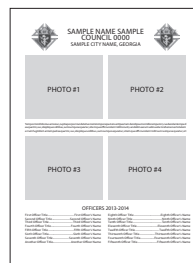
TEMPLATE 4 includes:
one or two medium emblems
one photo up to 7" w x 4" h
custom message or caption below photo
officer listing



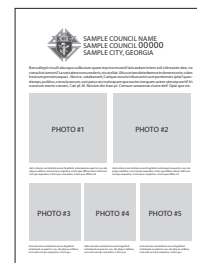
TEMPLATE 5 includes:
one or two medium emblems
two photographs up to 3.75" w x 4.25" h
an individual caption for each photo
custom message at bottom



TEMPLATE 6 includes:
medium emblem
custom message
officer listing
three photographs up to 2.75" w x 3" h
captions at bottom left



TEMPLATE 7 includes:
two small emblems
four photographs up to 2.75" w x 3.375" h
photo captions grouped at center
officer listing



TEMPLATE 8 includes:
medium emblem
custom message
two photographs up to 3" w x 3.375" h
three photographs up to 2.5" w x 2.25" h
an individual caption for each photo

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

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KnightLife 2017: Georgia KofC State Convention Program

COUNCIL, ASSEMBLY, CIRCLE, AND AUXILIARY AD ORDER FORM P. 1

Organization Name: _____

Ad Contact Name (and KofC office if applicable): _____

Ad Contact Email: _____

Ad Contact Telephone(s): _____

1. **Ad size and price:** (check one)
- | | |
|--|--|
| <input type="checkbox"/> FULL PAGE B&W \$120 | <input type="checkbox"/> FULL PAGE COLOR \$180 |
| <input type="checkbox"/> HALF PAGE HORIZONTAL B&W \$60 | <input type="checkbox"/> HALF PAGE HORIZONTAL COLOR \$90 |
| <input type="checkbox"/> HALF PAGE VERTICAL B&W \$60 | <input type="checkbox"/> HALF PAGE VERTICAL COLOR \$90 |
| <input type="checkbox"/> QUARTER PAGE B&W \$30 | <input type="checkbox"/> QUARTER PAGE COLOR \$45 |

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

- Electronic Files Only (no printed or CD Ads)
- PLEASE DO NOT submit Microsoft Word (.doc or .docx), PowerPoint (.ppt), Excel (.xls), or Publisher (.pub) files.
- 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 onlinesources--orembedded into Word files transmitted online--are usually only 72 dpi/ppi. They may look great on screen, but produce an inferior result in magazine-quality print.)
- Have questions about file types or photo resolution? Not sure how your ad art or photograph will look? Please contact our friendly design team at Ireland Design, 912-484-2134 or kofcdesigner@comcast.net. We love to help!

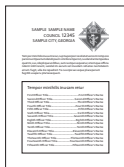
What is the exact name of your ad file? _____

Filename should identify your group (including council or assembly number), indicate your ad size, horizontal vs. vertical orientation (for half-page ads), and black-and-white (BW) vs. paid color upgrade preference, then end with the appropriate file type suffix (.pdf, .jpg, etc.)

Examples: Council12345FPcolor.pdf or Assembly1234HPVerticalBW.jpg (Don't leave blanks in your file name)

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

If NO, skip to #4 on the next page. If YES, circle the template style you prefer.



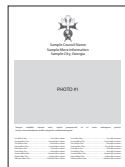
template #1



template #2



template #3



template #4



template #5



template #6



template #7



template #8

B. **Emblem(s) to include:** (Circle all that apply. Color versions of these emblems are also available.)



KNIGHTS OF COLUMBUS
IN SERVICE TO ONE. IN SERVICE TO ALL.



Knights of Columbus
FOURTH DEGREE
Patriotic degree of the Order.



Knights of Columbus
SQUIRES
Youth Organization.

KnightLife 2017: Georgia KofC State Convention Magazine

COUNCIL, ASSEMBLY, CIRCLE, AND AUXILIARY AD ORDER FORM P. 2

C. Complete Council, Assembly, Circle, or Auxiliary name, exactly as you want it printed:

D. Are you submitting photographs or other images for us to incorporate into your ad? (circle one) YES NO

Applies to template choices 4, 5, 6, 7, and 8 only. If you are NOT submitting images, skip to item E below.

- Email high-resolution digital files in .pdf, .jpg, .eps, .tif, or .psd format. Do not submit images copied and pasted from online sources or embedded into Microsoft Word (.doc or .docx), Excel (.xls), Publisher (.pub), or PowerPoint (.ppt) documents.
- You can also send photo prints for us to scan into your ad. Photos will not be returned unless specifically requested.
- Have questions about file types or photo resolution? Not sure how your ad or photograph will look?
Contact our friendly design team at Ireland Design 912-484-2134 or kofcdesigner@comcast.net

FOR EACH IMAGE, list the digital file name (if applicable), a brief description of the subject matter, and specific instructions for us to crop, zoom, or adjust each image. Attach an additional sheet if necessary.

E. Include list of officer names? (circle one, template choices 1, 2, 3, 4, 6 and 7 only) YES NO

Officer listing subhead (if other than "OFFICERS: 2016-2017"): _____

Officer names and titles (please print clearly, type, or attach a separate page):

F. Personalized message to include (please print clearly, type, or attach a separate page):

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- Tom Klein – News and Sales Coordinator (770-424-6204; tomklein@mindspring.com)

4. Submit ad materials and payment no later than Thursday, March 30, 2017 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

for KnightLife staff use only:

materials rec'd date: _____

payment rec'd date: _____ check #: _____

payment from: _____

notes: _____
