



Association of Kentucky Fried Chicken Franchisees, Inc. AKFCF Quarterly 2021 MEDIA PLANNER

Reach your customers directly with AKFCF Quarterly

AKFCF Quarterly is the leading trade association publication in its field.

98% of KFC franchisees are actively involved in the purchasing process and 84.7% make the final purchasing decision.



The Association of Kentucky Fried Chicken Franchisees, Inc. was formed in 1974. The AKFCF membership is unique with its sense of “family” firmly rooted in the values of Colonel Sanders. The Mission Statement clearly defines its role: “The mission of the Association of Kentucky Fried Chicken

Franchisees, Inc. is to unite KFC franchisees worldwide and to protect and advance their interests.

Over the years, the AKFCF has encountered many challenges along with its growth. These challenges were met with a spirit of solidarity and determination to succeed.

To make a space reservation or for additional information, contact:

Jamie Ryan, jamie@newsouthpublishing.net
800.536.5669, ext. 142 • 770.650.1102, ext. 142



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2021 Editorial Calendar

Spring: National Convention
Summer: Operations
Fall: Marketing
Winter: Convention Preview

2021 Advertising Rates

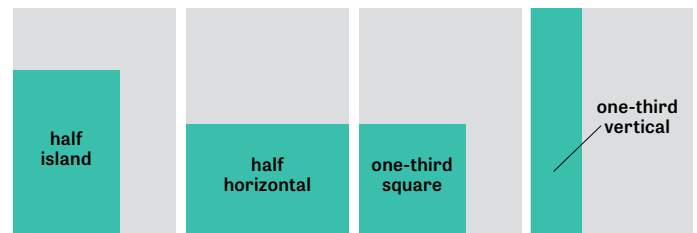
4-COLOR	1X	2X	4X
Double Page	\$4,300	\$4,000	\$3,700
Full-page	\$2,800	\$2,600	\$2,400
1/2-page	\$1,800	\$1,650	\$1,500
1/3-page	\$1,500	\$1,400	\$1,300
Covers	-	-	\$3,200

2021 Advertising Due Dates

	Spring	Summer	Fall	Winter
Space Reservation	2/26	5/7	8/6	11/4
Art Materials Due	3/5	5/14	8/13	11/12

Ad Sizes

Publication Trim size 8.5" x 10.875"
 Double Page Spread.....17.25" x 11.125"
 Full Page Bleed (.125" bleed on all sides) 8.75" x 11.125"
 Full Page Non-Bleed (live area) 7.375" x 10"
 Half Page Island 4.875" x 7"
 Half Page Horizontal 7.375" x 4.875"
 One-Third Page Square 4.875" x 4.875"
 One-Third Page Vertical 2.375" x 10"



Specifications

If you have any questions, contact Megan Willis at (770) 650-1102, ext. 126, or email production@knowatlanta.com.

Printing: web offset; perfect bound
 Trim Size: 8.5" x 10.875"
 Line Screen: 150 lpi

DIGITAL FILES

All advertising must be provided in a digital format for the Macintosh platform in the correct ad size. Keep all live matter 1/4" away from the trim.

FILE DELIVERY OPTIONS:

Email: production@knowatlanta.com

- Preferred file formats: high-resolution PDF, EPS or TIFF; native InDesign with all fonts and images used in your layout.

- Resolution for images should be 300 dpi at actual size. Resolution of Internet images (72 dpi) is too low for printing purposes.
- Supplied files must be in CMYK; no Pantone colors accepted.
- Complete layouts created in Illustrator or Photoshop must be saved in EPS or TIFF format and all fonts must be converted to outlines.
- We DO NOT accept ads created in Microsoft Word, Publisher, Excel or PowerPoint.

Failure to meet the above standards will result in additional costs and may cause unpredictable reproduction. Clients will be notified of any problems detected in their files and will be given an opportunity to send corrected files or incur charges at prevailing rates. New South Publishing is not responsible for the content or accuracy of a file.

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AKFCF E-Newsletter

The monthly, digital publication for the AKFCF family, the AKFCF E-NEWSLETTER reports on breaking AKFCF news, updates on training programs and regional events, and provides exclusive AKFCF committee reports.

Get your unique, interactive ads directly into inboxes. Call today!

Advertise in the E-Newsletter!

E-NEWSLETTER advertising is complimentary, and reserved for advertisers with 4 or more pages booked in AKFCF Quarterly in 2021.

Companies that reserve advertising space totaling 4 or more pages qualify for the 250 x 250 pixels squares. The top banner is reserved for companies with 5-6+ pages of advertising booked in 2021. We cannot accept requests for E-NEWSLETTER advertising from companies with less than 4 pages of print advertising.

AKFCF E-NEWSLETTER Ad Specifications

- AKFCF E-NEWSLETTER ads are available in 2 sizes:
Square ad - 250 x 250 pixels, Top banner ad - 718 x 100 pixels
- Ad must be submitted as web-formatted files at 72 dpi
- Ads can be submitted as GIF, JPEG or PNG. No JavaScript, ActiveX or Flash. We cannot accept ads that use any form of scripting for image delivery and/or click tracking
- Ads cannot exceed 30 kb

2021 E-Newsletter Advertising Due Dates

JANUARY		JULY	
Ad to Production	January 6	Ad to Production	July 7
Newsletter Sent	January 11	Newsletter Sent	July 12
FEBRUARY		AUGUST	
Ad to Production	February 10	Ad to Production	August 11
Newsletter Sent	February 15	Newsletter Sent	August 16
MARCH		SEPTEMBER	
Ad to Production	March 10	Ad to Production	September 8
Newsletter Sent	March 15	Newsletter Sent	September 13
APRIL		OCTOBER	
Ad to Production	April 7	Ad to Production	October 6
Newsletter Sent	April 12	Newsletter Sent	October 11
MAY		NOVEMBER	
Ad to Production	May 5	Ad to Production	November 10
Newsletter Sent	May 10	Newsletter Sent	November 15
JUNE		DECEMBER	
Ad to Production	June 9	Ad to Production	December 8
Newsletter Sent	June 14	Newsletter Sent	December 13

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