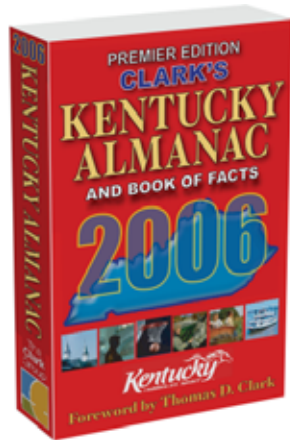


CLARK'S KENTUCKY ALMANAC AND BOOK OF FACTS 2006

- Includes a foreword by Kentucky's Historian Laureate and treasure, Thomas D. Clark;
- Clark's Kentucky Almanac is the first published in Kentucky since 1856 – continuing a tradition begun in 1787;
- 700 plus pages – all about Kentucky and more than 170 pages in full-color;
- Essays, articles and other material written by experts in their respective fields;
- Paperback (\$19.95), hardback (\$29.95) and enhanced version with audio and video is available on DVD (\$19.95);
- Purchase Clark's Kentucky Almanac in book version or on DVD and get content on-line free;
- Clark's Kentucky Almanac is being distributed nationally and internationally.



750 Pages
5-3/8" X 8"

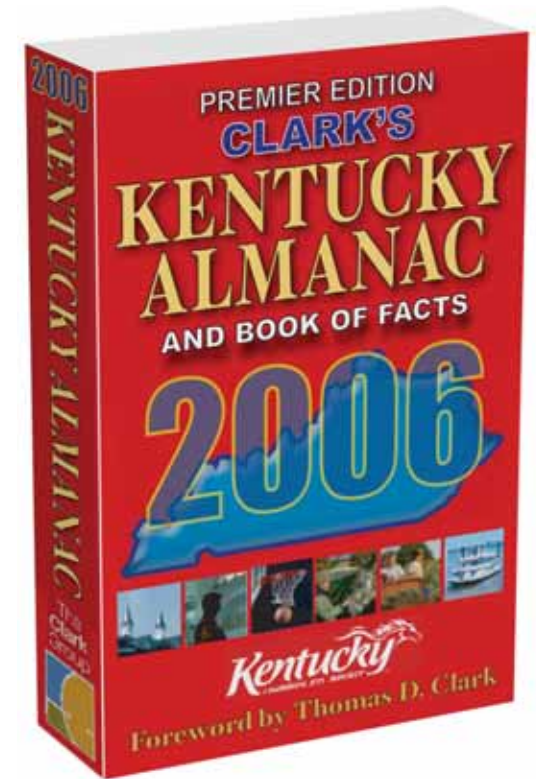
CLARK'S KENTUCKY ALMANAC AND BOOK OF FACTS 2006

brings together a wealth of information about Kentucky's rich history, culture and people, facts, with pictures and statistics in one comprehensive volume suitable for all ages.

- **CURRENT EVENTS** – Top news stories of 2004-05; photographs of people, sports, government, economy, environment and disasters throughout the Commonwealth.
- **HISTORY** – Essays about early exploration and settlements about frontier of Kentucky. Explorers, pioneers and frontiers-men carved the way for early settlers to make the great journey West.
- **CITIES AND COUNTIES** – Demographics and statistics that make up Kentucky's dynamic and changing economic and social structure.
- **SPORTS** – Team and individual states covering all disciplines of Kentucky's high school, college & university and professional sports personalities.

- | | |
|----------------------|------------------|
| √ Recreation | √ Religions |
| √ Family & Health | √ Arts & Culture |
| √ Business & Economy | √ Media |
| √ Education | √ Environment & |
| √ Agriculture | Weather |

Reviving a Kentucky Tradition



Publication Date
October 2005

Media Information
and Rate Card No. 2
Effective June 1, 2005



PO Box 24766 • Lexington, KY 40524
(800) 944-3995
info@clarkpublishing.com
www.clarkpublishing.com

The Clark Group

Advertising Rates

Rate Card #2

Effective June 1, 2005

| <u>Size</u> | <u>Four Color</u> | <u>Black & White</u> |
|-----------------------|-------------------|--------------------------|
| Inside Covers | \$7490 | NA |
| Full Page | | |
| Non-Bleed | \$6930 | \$5190 |
| Bleed | \$7270 | NA |
| Half Page | | |
| Non-Bleed | \$3825 | \$2801 |
| Bleed | \$4020 | NA |
| Quarter Page | | |
| Non-Bleed | \$2150 | \$1590 |
| 1/8 Page | | |
| Non-Bleed | \$1190 | \$875 |
| Coupon Section | \$987 | \$775 |

Advertising Dimensions

| <u>Size</u> | <u>Width</u> | <u>Height</u> |
|-----------------------|--------------|---------------|
| Full Page | | |
| Non-Bleed | 4-3/4" | 7-1/2" |
| Bleed | 5-5/8" | 8-1/4" |
| Half Page | | |
| <i>Horizontal</i> | | |
| Non-Bleed | 4-3/4" | 3-3/4" |
| Bleed | 5-5/8" | 4-1/8" |
| <i>Vertical</i> | | |
| Non-Bleed | 2-1/4" | 7-3/4" |
| Bleed | 2-5/8" | 8-1/4" |
| Quarter Page | | |
| Horizontal | 4-3/4" | 1-7/8" |
| Vertical | 2-1/4" | 3-3/4" |
| 1/8 Page | 2-1/4" | 1-7/8" |
| Coupon Section | 2-1/4" | 1-7/8" |

General Information

Book Trim Size

Book trim size is 5-3/8" x 8". Please allow 1/8" trim for full-page bleed ads. Please keep all live materials 1/4" inside trim on all sides.

Material Requirements

Electronic files PC format, PageMaker 7.0 with all fonts and support files. High resolution, press ready PDF. All color should be CMYK, no spot color. Minimum 300 DPI for color, 170 DPI for b&w. Email, ZIP disk (100 or 250mb) or CD-ROM. Color proof required. Positive laser prints for b&w ads. Ads requiring new type, corrected type or new design will be billed at standard rates.

Closing Deadlines

Advertising placement deadline is July 31, 2005. Materials deadline is August 8, 2005.

Agency Commission

Commissions of 15% of gross billings for display advertising space will be allowed to recognized advertising agencies contracting for advertising and providing acceptable materials.

Payment Terms

Payment for advertising and related charges is due in full upon receipt of invoice at time of publication. A 1.5% per month finance charge will be applied to balances not paid within 45 days.

Copy Authorization

All advertisements are accepted and published upon representation that the party placing such material is authorized to publish any and all such material. In consideration of acceptance, the advertiser and/or agency agrees to indemnify and hold the publisher harmless from against any loss of expense on claims based upon the subject matter of such advertisements.

Copy Acceptance

Publisher reserves the right to reject any advertising. Advertising that resembles editorial will be marked "Advertisement" by the publisher.

Cancellation

Cancellations must be received in writing prior to placement deadline and will not be accepted after June 17, 2005.

Special Coupon Section

A number of pages will be available in a Special Coupon Section for coupons **ONLY** and will accommodate four color or b&w art. Suggested copy: Dollars Off, Attractions; Call toll free 800 number for information; Website information; Maps, etc.

Distribution & Circulation

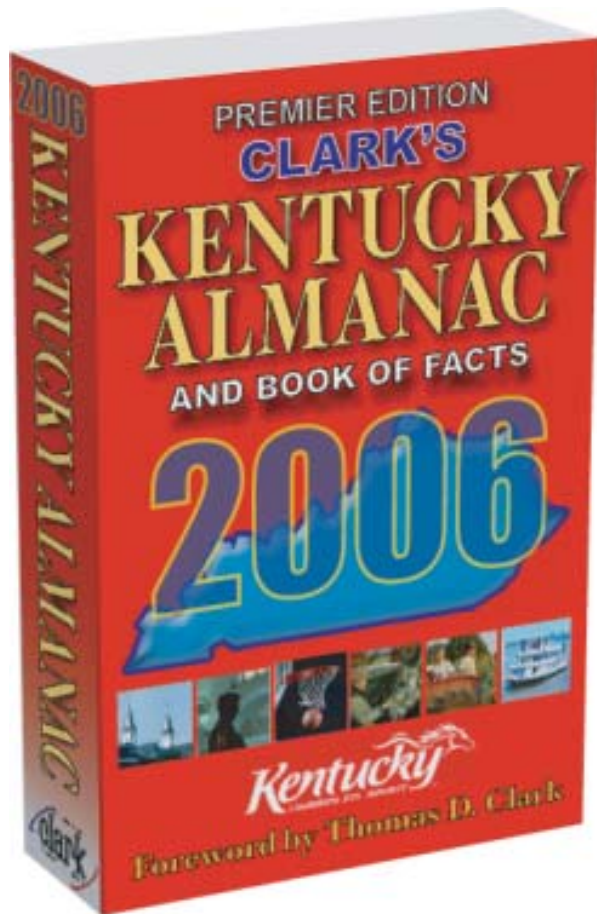
Estimated Distribution and Sales: 150,000

Retail stores and outlets with maximum distribution throughout Kentucky:

| | |
|---------------------|--------------------|
| Major retail stores | KY State Parks |
| Drug store chains | KY History Center |
| KY Horse Park | Airport gift shops |
| Hotel gift shops | Bookstores |
| Hospital gift shops | Office supply |
| Newsstands | Internet |
| Libraries | |

For More Information

Please call Sam Stephens at 800-944-3995 or email: sam@clarkpublishing.com for any additional information regarding advertising rates, deadlines, ad placement, etc.



Coming Fall 2005

CLARK'S KENTUCKY ALMANAC AND BOOK OF FACTS 2006

Coming in September 2005

Clark's Kentucky Almanac and Book of Facts assembles Kentucky's rich history, facts past and present, notable personalities, vital statistics and a wealth of other information all in one comprehensive volume. Includes large, full-color sections, photos, graphs and charts, along with articles written by numerous experts.

First year sales projections and distribution of 150,000 copies.

Available throughout Kentucky at:

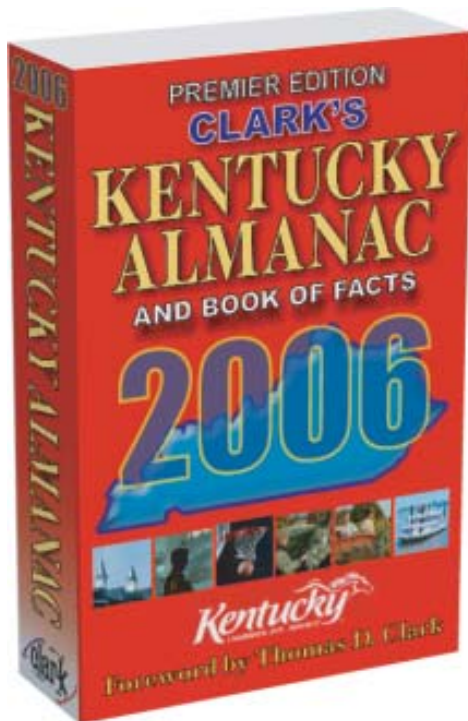
- Major retail chains
- Drug store chains
- Book stores
- Office supply stores
- Various Internet sites
- News & Magazine Outlets
- Kentucky History Museum
- Kentucky Horse Park
- Kentucky State Parks
- Hotel and airport gift shops



Clark Publishing & Communications
250 East Short Street • PO Box 24766 • Lexington, KY 40507
(859) 233-7623 • Toll free (800) 944-3995 • Fax (859) 233-7421
info@clarkpublishing.com • www.clarkpublishing.com

Continuing a Kentucky tradition begun in 1787.

Coming Fall 2005



CLARK'S KENTUCKY ALMANAC AND BOOK OF FACTS 2006

In September 2005, Clark Publishing & Communications will unveil its newest publication, **Clark's Kentucky Almanac and Book of Facts 2006**. Packed with information that's exclusively about the Commonwealth, the almanac will be available through retail stores, libraries, newsstands, bookstores, state parks and other locations, providing extensive exposure throughout Kentucky and beyond. Clark has already taken orders from Europe.

The advertising reach of **Clark's Kentucky Almanac and Book of Facts 2006** will be without peer in its category. Young and old alike, trivia and history buffs, students, teachers, executives, media, researchers and others will be fascinated time and again by **Clark's Kentucky Almanac and Book of Facts**.

This inaugural edition is a perfect one-size-fits-all gift, reward or token for any occasion and carries your message far and wide to readers.

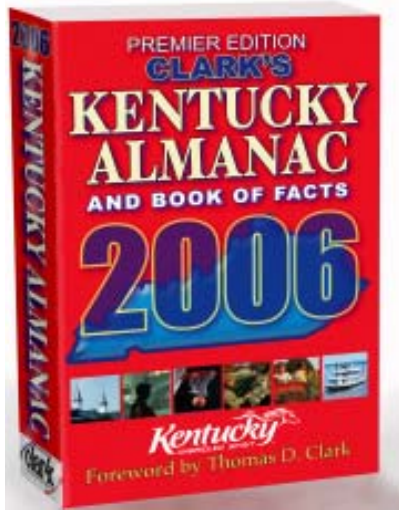
To be published annually each September, the almanac will have perfect placement for back-to-school and holiday sales. Advertising space is limited and will go fast, so make sure you have a place in this significant Kentucky event.

See the enclosed Rate Card No. 1, or for more information call Sam Stephens [in Lexington at 233-7623 or toll free (800) 944-3995].



Clark Publishing & Communications

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(859) 233-7623 • Toll free (800) 944-3995 • Fax (859) 233-7421
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About CLARK'S KENTUCKY ALMANAC AND BOOK OF FACTS 2006

- **Clark's Kentucky Almanac and Book of Facts 2006** has appeal for young and old alike. With a wide range of subjects that cover all aspects of Kentucky. No other publication has as much information about the Commonwealth between two covers.
- Distribution of **Clark's Kentucky Almanac and Book of Facts 2006** will be available through major retail and drug store chains, bookstores, office supply stores, state park gift shops and numerous other venues.
- **Clark's Kentucky Almanac and Book of Facts 2006** will be sold through various online sites including www.clarkpublishing.com.
- **Clark's Kentucky Almanac and Book of Facts 2006** will include a returnable survey card that will measure customer demographics for the first year of publication.
- Publication in September 2005; suggested retail price — \$19.95.
- 700 plus pages of interesting facts and data about Kentucky, more than 170 in full-color.
- Who will our customers be? Trivia and history “buffs,” students and teachers, association and corporate executives, “curious” people, alumni, researchers, fund raisers, international trade and business associations, reporters, libraries . . .

Projected demographics

| Age | Education | Income |
|--------------|------------------|--------------------|
| Under 18—5% | In school—5% | Under \$25,000—10% |
| 18 to 25—15% | High School—35% | \$25 to 40M—25% |
| 25 to 45—35% | Some College—30% | \$40 to 60M—40% |
| 45 to 60—30% | College Grad—20% | \$60 to 100M—20% |
| 60 to 75—15% | Grad Degree—10% | Over \$100M—5% |

See our Rate Card No. 1 for advertising rates and closing deadlines.



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