



P.O. Box 4267, Topeka, Kansas 66604-0267
7332 SW 21st Street, Topeka, Kansas 66615

(785) 478-4554 • (Fax) (785) 478-4852
www.kec.org

Dear Advertising Director,

The Kansas Electric Cooperatives, Inc., (KEC) Member Directory is the perfect way for our members to find YOU when they need your services. The time to submit your company's advertising for the 2010-2011 KEC Member Directory is NOW.

To reserve your space in our directory you can simply complete the insertion order found on page three and FAX it to 785-478-4852 by May 1, 2010. Additional information including insertion orders, ad guidelines, and distribution information can be found on the following pages.

Our member directory is distributed to the decision makers of KEC's 32 member cooperatives. Everyone connected with purchasing equipment, supplies, materials and services for electric cooperatives in Kansas uses this directory. It is the only complete and current directory for these organizations. It is an excellent way to present your products or services to electric cooperatives in the state of Kansas.

The directory will be distributed in fall of 2010. A complimentary copy will be sent to all advertisers and additional copies can be ordered for \$25 each.

The ad copy and payment for any directory ad will be due no later than Monday, May 1, 2010.

If you have any questions please call (785) 478-4554 or e-mail ckimberlin@kec.org. We look forward to working with you in the future.

Sincerely,

A handwritten signature in cursive script that reads "Carrie Kimberlin".

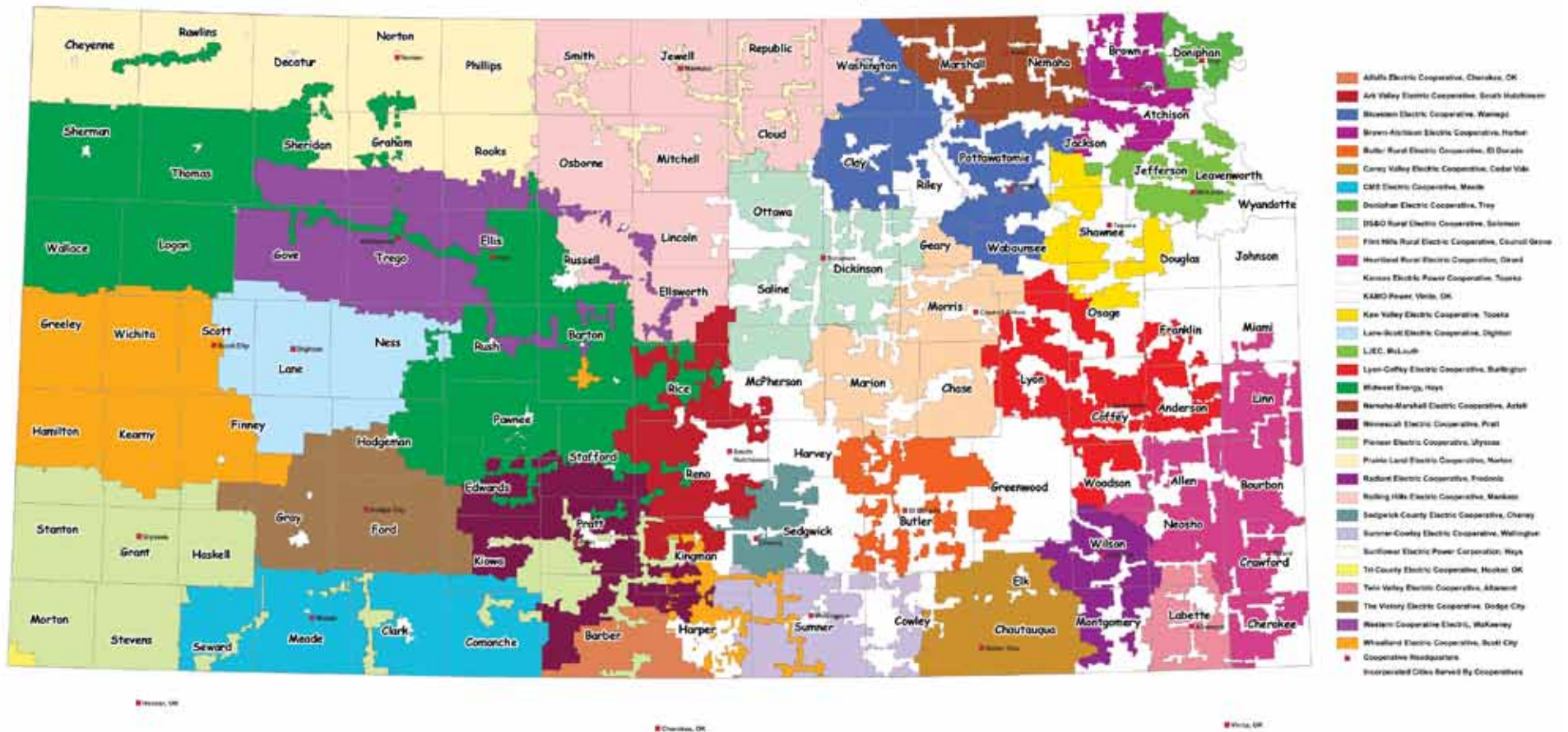
Carrie Kimberlin, Advertising Director
Kansas Electric Cooperatives, Inc.

Note: If you no longer wish to receive information on advertising in the Kansas Electric Cooperatives, Inc.,

Member Directory please call (785) 478-4554 or e-mail at ckimberlin@kec.org.

KEC Member Directory Distribution

The KEC Member Directory is distributed to managers, trustees and key staff in all 32 electric cooperatives across Kansas and parts of Oklahoma.





Kansas Electric Cooperatives, Inc.
is preparing the 2010-2011
Member Directory.
Have your company's information
at our members' fingertips!

Advertising Rates: All rates are NET; no advertising agency commission or discounts recognized. **All ads must be pre-paid.**

	Black & White	Black & Blue Spot Color
Full Page (4.5 in. x 7.5 in).....	<input type="checkbox"/> \$485	<input type="checkbox"/> \$580
Half Page (4.5 in x 3.625 in).....	<input type="checkbox"/> \$375	<input type="checkbox"/> \$450

Prime Placement: *Space is available on a first come, first-served basis. Contact us concerning availability.*

~~**Covers:** Inside the front cover or inside the back cover..... **\$930 cover spot**~~ **SOLD**

Section Tab: Ad on tabbed section divider

	Black & White	Black & Blue Spot Color
Full Page (4.5 in. x 7.5 in).....	<input type="checkbox"/> \$655	<input type="checkbox"/> \$790
Half Page (4.5 in x 3.625 in).....	<input type="checkbox"/> \$510	<input type="checkbox"/> \$610

~~**KEC Map:** Full color ad on reverse side of KEC Map..... **\$775 back of map**~~ **SOLD**

Specifications:

Black and White or Spot Color: Files must be submitted electronically as a PhotoShop document, Tiff or JPEG. All artwork should be actual size at 300 dpi. Other acceptable formats include InDesign or PDF files. Spot color will be PMS Blue 072 and separations must be submitted with the file for proper reproduction. Hard copy is acceptable, but will be subject to the layout service fee listed below to prepare the page for electronic submission.

To place your ad, complete and return this insertion order
via fax 785-478-4852 or e-mail to ckimberlin@kec.org by May 1, 2010.

Ad Copy Instructions: *(Ad copy due by May 1, 2010)*

- Advertising copy is enclosed
- Please use advertising copy from the 2009-2010 KEC Directory
- Advertising copy will follow in an e-mail to Carrie Kimberlin at ckimberlin@kec.org
- Please compose advertising copy from attached materials (typesetting and layout services are \$50 per hour)

Comments _____

Company Name _____
(as you want it to appear in the advertising index)

Billing Address _____ City _____ State _____ Zip _____

Advertising Contact _____ Title _____

Telephone _____ E-mail _____

For more information please contact Carrie Kimberlin at (785) 478-4554 or via e-mail at ckimberlin@kec.org

Please mail your payment and a copy of this insertion order by May 1, 2010, to:
 Kansas Electric Cooperatives, Inc., P.O. Box 4267, Topeka, KS 66604-0267