



*The Kenya Alliance of Resident Associations*

## **KARA E-NEWSLETTER**

### **ADVERTISING RATE CARD**

<b>No</b>	<b>Description</b>	<b>Size (Pixels)</b>	<b>Price Per Issue (Kshs)</b>
1	Top position f/colour	2550 px(h) x 944 px(w)	100,000
2	Middle position f/colour	2550 px(h) x 944 px(w)	80,000
3	Footer position f/colour	2550 px(h) x 944 px(w)	60,000

<b>Format</b>	<b>JPEG</b>
<b>Animation</b>	Please do not submit animated ads for the e-newsletter
<b>Dimensions</b>	2550 px(h) x 944 px(w)
<b>URL</b>	Any URLs referenced from within the HTML must be active.

### **BOOKING FORM**

<b>COMPANY</b>	
<b>CONTACTS</b>	
<b>AD LOCATION</b>	
<b>NUMBER OF ISSUES</b>	
<b>RATE PER INSERTION (KSHS)</b>	
<b>TOTAL COST (KSHS)</b>	
<b>MODE OF TRANSMISSION</b>	
<b>PERSON AWARDED ORDER</b>	
<b>DESIGNATION</b>	
<b>SIGNATURE</b>	
<b>STAMP</b>	
<b>DATE</b>	
<b>FOR OFFICIAL USE</b>	
<b>KARA REPRESENTATIVE</b>	
<b>SIGN AND STAMP</b>	
<b>DATE</b>	

## **Terms of Condition**

1. Acceptable format of the artwork must be received at least 3 days before the date of publication of the newsletter
2. All payments must be made in favour of Kara before publication of the newsletter
3. All advertising is accepted subject to the publisher's approval upon determination that the product/service advertised are in line with Kara Editorial Policy.
4. The Publishers reserve the right at their discretion to edit and revise, or reject, even after acceptance for publication, any advertisement deemed by the Publishers to be untruthful or objectionable in subject matter or wording or disparaging of a competitive article or unsuitable for any other reason, whether the space for the said advertisement has been booked in advance under contract or not
5. Advertisement space is allocated on a first come, first served basis
6. No responsibility can be accepted for losses arising from typographical or other errors. Artworks should be sent in early to ensure satisfactory setting and allow advertisement to be carefully revised.