



2027 Directory of Members





Directory of Members

Advertising in the KCMA Directory of Members offers a unique opportunity to promote your brand and products directly to a qualified and captive audience. Your company's message will gain:

- ✓ **Year-Round Exposure:** KCMA members refer to this directory regularly as both a reference tool and a guide to industry-related services.
- ✓ **Exclusive Access:** Advertising in the KCMA Directory is available only to Associate Members, providing high visibility at a low rate.

Ad Sizes	Live Size	Trim Size	Bleed Size	Rate
Spread	16.5x10.5	17x11	17.25x11.25	\$2,700
Covers 2,3,4	8x10.5	8.5x11	8.75x11.25	\$2,050
Full page	8x10.5	8.5x11	8.75x11.25	\$1,500
2/3 horizontal	8x7	8.5x7.5	8.75x7.625	\$1,100
2/3 vertical	5.25x10.5	5.75x11	6x11.25	\$1,100
1/2 horizontal	8x5	8.5x5.5	n/a	\$900
1/3 horizontal	8x3.5	8.5x3.75	n/a	\$700
1/3 vertical	2.5x10.5	3x11	n/a	\$700

Final Ad Specs

We require high resolution (300dpi or higher) PDFs that contain crop marks, document bleeds and all fonts embedded. Any advertisements that do not meet the required criteria will not be accepted. Final trim is 8.5" x 11".

Terms & Conditions

Prices for ads are non-commissionable. Payment for the entire amount must be sent with advertising materials. Companies will be billed for any additional production charges for ads that require typesetting, graphics or any additional camera services.

Payment Terms

Receipt of your payment by November 16, 2026 ensures your inclusion in the directory.

Delivery Instructions

Email to lsamuels@kcma.org. Materials deadline is November 16, 2026. If your file is too large to email, contact lsamuels@kcma.org for upload instructions.

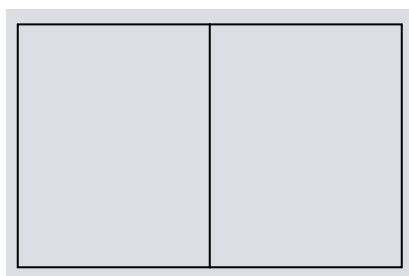
For More Information

Call Lisa Samuels at (703) 674-0358 or e-mail lsamuels@kcma.org

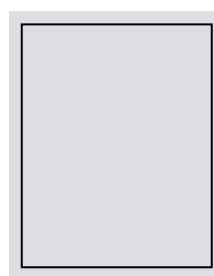
Image Sizes

These are sizes of the full image, not just the live area. The image sizes below include 1/8" bleed on all 4 sides. Please keep live area 1/4" from each edge. You will need to submit your ad in the correct image size for it to be accepted.

Spread
17.25"W x 11.25"H

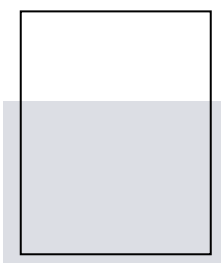


Full Page
8.75"W x 11.25"H

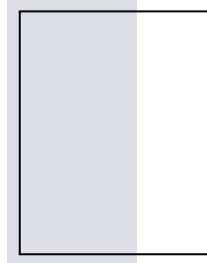


These are sizes of the full image, including bleeds - not just the live area. 2/3 page is allowed to bleed on 3 sides, and must include 1/8" bleed in final art file. Please keep live area 1/4" from each edge.

2/3 Horizontal
8.75"W x 7.625"H

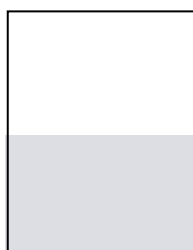


2/3 Vertical
6"W x 11.25"H



These are sizes of the full image, not just the live area. 1/2 and 1/3 page ads can not bleed. Dimensions below are the final trim size. Live area is 1/4" from each edge.

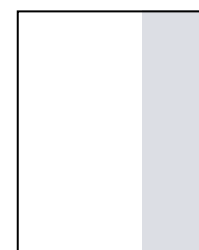
1/2 Horizontal
8.5"W x 5.5"H



1/3 Horizontal
8.5"W x 3.75"H



1/3 Vertical
3" W x 11"H





Advertising Opportunities

KCMA Website

Leaderboard	\$7,000/year
468x60 px.....	\$700/month
Banner Ad, mid-site	\$6,000/year
486x60 px.....	\$600/month

Sponsored articles

One article per month	\$9,000
One article	\$900



KCMA Newsletter *(published 2/month)*

Leaderboard	\$6,000/year
468x60 px.....	\$600/month
Banner Ad, mid-newsletter	\$5,000/year
486x60 px.....	\$500/month

Sponsored articles

Full year (<i>one article per month</i>)	\$6,000
One time placement.....	\$600

Emails, Webinars & Surveys

3rd Party Emails

Promote your products, white papers, and videos to KCMA's members and prospects. We will send out your message from KCMA as sponsored content. Includes two posts on KCMA social media sites.

One-time.....	\$3,000
Year (Once a month)	\$30,000

Webinar/"Infomercial" - \$3,000/per

- ✓ Host your own webinar
- ✓ Sponsorship includes website, LinkedIn, and email promotion, slide deck and video distribution, and on-demand viewing on the KCMA YouTube Channel.

Post a three or four question survey on the KCMA site and two newsletter emails - \$3,000/per

- ✓ Includes two posts a month to KCMA's LinkedIn Page
- ✓ Targeted to key decision-makers and C-Suite executives
- ✓ Survey responses are proprietary to sponsor



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