



**KANSAS CITY
BARBEQUE
★ SOCIETY ★**

KCBS Advertising & Marketing Agreement & Price Sheet

Kansas City Barbeque Society
2519 Madison Ave., Ste. 100
Kansas City, MO 64108
media@kCBS.us

Advertiser Information:

Company/Contest Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Advertisement Information:

Packages (List Type): _____

Digital BullSheet (Page Size): _____

MeatSheet: _____

Website (Banner Type): _____

Email Marketing: _____

Social Media (Type): _____

Member Social Media (Type): _____

Other: _____

Month(s) ad is to be run: _____

Ad Format: (JPEG, GIF, PDF) _____

URL (for direct link): _____

Payment Information:

KCBS requires payment of advertisements prior to placing ads. **Credit Card and/or Check must be received prior to advertisement being run.** Exceptions are made for government-entities requiring billing statements.

Payment Method: (Circle One) Check Credit Card

Card/Check Number: _____

Expiration Date: _____ **CVC/CVV Code:** _____

Signature: _____

Advertising Agreement:

TERMS: all advertising placed with the Kansas City Barbeque Society (KCBS) is subject to the rate information on the date of issue or by prearrangement and/or advertising contract. Copies of such rates are available upon request. Only one discount per order. Discounts may not be combined. KCBS reserves the right to refuse any advertising order. No advertising may contain promotion of a competitive sanctioning body (This includes but not limited to, MBN, FBA, SCA, IBCA, SBN, GBA, National Barbeque Tour, etc., without prior approval of the KCBS CEO and/or the Board of Directors). Any publication of said advertising will constitute final acceptance by both parties. When no acceptable copy is furnished in time to meet the issue deadlines contracted for, KCBS reserves the right to repeat the last available advertisement and charge for the space. Web ads may be temporarily removed from Main Page for website takeovers up to two days per month. Publisher shall have no liability whatsoever, by reason of any error in connection with any ad run by the client. This includes omission corrections and additions, on published advertisements. The Client assumes full responsibility for connection with any ad run by the client. Client shall indemnify and hold harmless the publisher against any and all demands, claims or liability arising from the advertising content published. The client shall reimburse the publisher in settlement of any claims made concerning the collection of any and all monies to settle his or her account with this publication. This will include, but not be limited to, attorney's fees and cost of litigation. Publishers liability for any and all errors, misprints, or any other claims are strictly limited to the cash amount paid by the client for the advertising space involved in the claim.

Payment for the ad will be due and payable at the time the ad is submitted. Delinquent accounts are subject to a monthly service fee. The signature below constitutes that the Client has read and agreed to the above terms and conditions.

Date: _____

Client Name: (Print) _____

Client Signature: _____

KCBS Signature: _____

Please send completed form to media@kcbs.us



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PACKAGES - Save money while maximizing effectiveness			
Type	Price	Discount	Description
Ribs Package	\$575	\$50 off (normally \$625)	All the following are included: <ul style="list-style-type: none"> • 1-quarter page BullSheet ad • 1-month Footer banner website ad • 1 custom Facebook post
Pork Shoulder Package	\$1,000	\$150 off (normally \$1,150)	All the following are included: <ul style="list-style-type: none"> • 1-half page BullSheet ad • 1-month Header banner website ad • 1-custom Facebook post • 1-custom Twitter post
Whole Hog Package	\$2,100	\$500 off (normally \$2,600)	All the following are included: <ul style="list-style-type: none"> • 1-full page BullSheet ad • 1-month Header banner website ad • 1-eBlast • 1-custom Facebook post • 1-custom Twitter post
Social Media Package	\$900	\$200 off (normally \$1,100)	All the following are included: <ul style="list-style-type: none"> • 2-custom Facebook posts • 2-custom Twitter posts • 2-custom Instagram posts during one month
Custom Packages		Available on orders over \$1,000	Contact KCBS to discuss a custom package discount

BULLSHEET - Digital monthly newspaper - All ads are full color with direct link included				
Type	1 month	3 months (15% off)	6 months (20% off)	12 months (25% off)
Full Page	\$900	\$2,295	\$4,320	\$8,100
Half page	\$450	\$1,147	\$2,160	\$4,050
Quarter page	\$225	\$574	\$1,080	\$2,025
Eighth page	\$125	\$319	\$600	\$1,125

MEATSHEET - Digital mid-month newsletter - Full color with photo and links included		
Type	1 month	Description
Custom section	\$500	Max of 1 per issue, advertiser provides content

WEBSITE - Digital advertising on kcbs.us - Direct link included				
Type	1 month	3 months (15% off)	6 months (20% off)	12 months (25% off)
Header banner (728x90 pixels)	\$300	\$765	\$1,440	\$2,700
Footer banner (213x237 pixels)	\$150	\$382	\$720	\$1,350
Set-up fee for new accounts	One-time \$50 fee will be waived for package or multi-month buy			
Home page takeover (per day)	\$300	Takeover all ads on kcbs.us home page for 1 day		

EMAIL MARKETING - Share your message with barbecue and grilling enthusiasts	
Type	Per eblast (approximately 19,000 addresses)
Email to KCBS members	\$1,000



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SOCIAL MEDIA - Utilizing KCBS social channels			
Type	Per post	Information	
Facebook post - custom	\$250		
Facebook post - posted in closed CBJ or Organizer group	\$50	\$200 discount only applies if purchased in conjunction with a Custom Facebook post and copy/image is the same	
Twitter post - custom	\$150		
Instagram post - custom	\$150		
YouTube post (includes 1 FB post)	\$100	Advertiser/partner provides content	
Facebook share with custom comment	\$150		
Twitter retweet with custom comment	\$50		
Instagram repost with custom comment	\$50		
Social media boost (brand provides content)	\$50	KCBS places ad/communication through our Facebook, Twitter, or Instagram pages. \$50 is KCBS fee only (social media post cost + plus partner's ad budget are additional).	
Facebook takeover (per day)	\$1,000	Brand can do all postings for a 1 day period (posts to be approved by KCBS)	
Twitter takeover (per day)	\$600	Brand can do all postings for a 1 day period (posts to be approved by KCBS)	
Instagram takeover (per day)	\$600	Brand can do all postings for a 1 day period (posts to be approved by KCBS)	
MEMBER SOCIAL MEDIA PACKAGES - Promote your contest or class			
Type	Price	Discount	Description
Contest organizer social posts (1-FB & 1-Twitter)	\$200	\$200 off (normally \$400)	These discount packages are member benefits for members in good standing
Team cooking class social posts (1-FB & 1-Twitter)	\$300	\$100 off (normally \$400)	
CBJ -or- TC class social posts (1-FB & 1-Twitter)	\$200	\$200 off (normally \$400)	
Combo CBJ and TC class social posts (total of 2-FB & 2-Twitter)	\$350	\$450 off (normally \$800)	
OTHER MARKETING OPPORTUNITIES			
Type	Per post	Information	
Custom press release from KCBS	\$500	Wire posting, if requested, is additional	
Platform usage for class registration	\$100	Utilize the KCBS registration system for your cooking or other class. Available as a member perk only for members in good standing.	