

THE KENTUCKY GAZETTE

PRINT ADVERTISING RATES

	Four Color						Black & White					
	Open	3X	6X	12X	18X	24X	Open	3X	6X	12X	18X	24X
Full	\$1,550	\$1,475	\$1,400	\$1,325	\$1,250	\$1,175	\$1,165	\$1,100	\$1,035	\$970	\$905	\$840
Half	945	885	825	765	705	645	600	560	520	480	440	400
Quarter	690	640	590	540	490	440	350	325	300	275	250	225
Eighth	395	360	325	290	255	220	175	160	145	130	115	100

Rates are net. Please contact us for rates for pre-printed inserts.

PRINT AD SIZES

Full page	10.15" x 9.95"
Half page vertical	5" x 9.95"
Half page horizontal	10.15" x 4.9"
Quarter page	5" x 4.9"
Eighth page	5" x 2.35"

MATERIAL REQUIREMENTS

A high resolution, press-optimized PDF file of 300 dpi or higher is preferred. Other acceptable formats are JPG and TIF files. All files must be CMYK color or grayscale. Files may be sent via CD, DVD, e-mail, or FTP upload.

DIGITAL ADVERTISING OPPORTUNITIES

KentuckyGazette.com

The Kentucky Gazette website gets thousands of unique visitors each month and is a great way to drive visitors to your website or social media accounts.

1 Month	\$.500
3 Months	\$.1,350
6 Months	\$.2,400
12 Months	\$.4,200

TKG in Brief

TKG in Brief is a free, weekly email that captures politically interesting stories, relevant updates and original reporting by staff of The Kentucky Gazette.

1 Month	\$.200
3 Months	\$.525
6 Months	\$.900
12 Months	\$.1,500

The Kentucky Gazette Podcast

The Kentucky Gazette Podcast is a free, twice a month podcast that provides insight into the stories and columns found in The Kentucky Gazette, as well as in-depth interviews with elected officials and state policy makers.

1 Month	\$250
3 Months	\$750
6 Months	\$1,200
12 Months	\$2,100

INSIDER DIRECTORIES

Who's What in Kentucky Government and Second Circle

These popular biennial government directories are must-haves for people working in Frankfort. *Who's What* provides details on Kentucky lawmakers, executive and judicial leaders that help lobbyists home in on the right contacts. *Second Circle* is a one-of-a-kind directory of lobbyists and key legislative staff in Frankfort, the so-called "second circle" of leaders.

Advertising with WW and SC, and their new apps keeps you on leaders' desks and in their phones for two years.

Contact Leo Haggerty for rates for both directories and apps.

2019 SPECIAL PUBLICATIONS & EVENTS

The Kentucky Gazette is published monthly and delivered via the U.S. Postal Service. Several times a year, we publish special editions that provide in-depth coverage of timely topics, such as the state pensions, energy and elections.

Each fall, we publish "Kentucky Boards," a widely read glossy magazine. Under the premise, "It takes an institution to influence an institution," this popular publication presents board members of the state's associations, universities and nonprofits – your lobbying allies – to members of the Kentucky General Assembly and other Gazette readers in front of the legislative session.

In addition, The Kentucky Gazette offers half-page, staff-written sponsored content that highlight the strengths of your organization or issue. \$1,500 includes insertion and copy. You supply the pictures.

Throughout the year, The Kentucky Gazette will host events like Breakfast with The Gazette and TKG Lobbying Seminar.

Contact Leo Haggerty for advertising and sponsorship opportunities.

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The Commonwealth's Journal on State Government, Politics and Public Affairs

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Leo Haggerty, Marketing Director
502.209.7619 Leo@TCHQCommunications.com
The Kentucky Gazette, P.O. Box 74, Frankfort, Ky. 40602
www.KentuckyGazette.com • Twitter: @KentuckyGazette