

ADVERTISING

Advertising

 with **The Kentucky Gazette**

ADVERTISING RATES

SIZE	FOUR-COLOR	SPOT COLOR	BLACK & WHITE
Full page	\$1,550	\$1,340	\$1,165
Half page	\$ 995	\$ 795	\$ 600
Quarter page	\$ 790	\$ 510	\$ 280
Eighth page	\$ 395	\$ 260	\$ 147

FREQUENCY DISCOUNTS

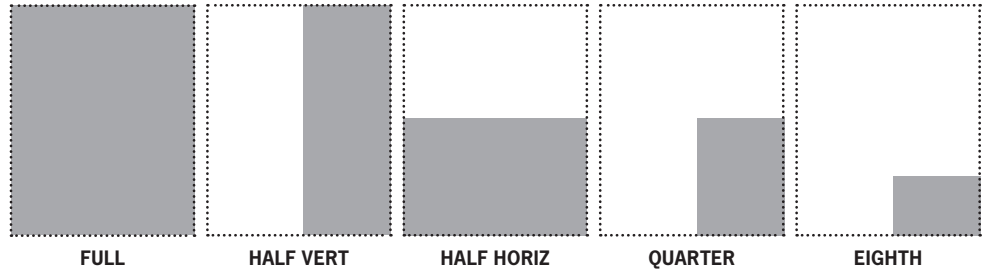
Six (6) issues	5%
Twelve (12) issues	10%
Twenty-two (22) issues	15%

OPEN RATE \$23 per column inch

** Does not include additional costs for preferred placement*

AD SIZES

Full page	10.25" x 12.75"
Half page vertical.....	5.075" x 12.75"
Half page horizontal...	10.25" x 6.3"
Quarter page	5.075" x 6.3"
Eighth page.....	5.075" x 3.1"
Column width.....	2.45"



TECHNICAL SPECIFICATIONS

The Kentucky Gazette is printed in a four-column tabloid format.

To ensure quality printing, please follow these guidelines:

- Ads should have a line-screen of 85 or higher
- Color ads must be in process CMYK mode; other modes will not be accepted
- Ads must be EPS, TIFF, or PDF files. Please include all images and fonts

TO ADVERTISE IN THE KENTUCKY GAZETTE CONTACT

Jim Cullen
 The Oakland Group
 120 Kentucky Ave. Suite 220
 Lexington, KY 40502

(859) 231-0520
 jim@oaklandgroup.net

INSERTS

Flat rate: \$300 for pre-printed inserts smaller than 12 pages
 Maximum size: 10" x 12"

All inserts must be reserved 10 days before the insertion date and must be received no later than five business days prior to insertion

Preprinted inserts must be shipped to:
 THE KENTUCKY GAZETTE
 332 CAPITOL AVE.
 FRANKFORT, KY 40601
 (502) 875-8325