

# THE KENTUCKY GAZETTE

Readers of The Kentucky Gazette represent an elite segment of the commonwealth's decision-makers and opinion-leaders. Messages and content in The Kentucky Gazette reach the top levels of Kentucky's government, civic and business leadership, including elected and appointed officials in all three branches of state and local government, lobbyists, education officials at the state and university levels, campaign consultants and staff, members of the media, and business and labor leaders.

*The Kentucky Gazette provides state leaders with information they need and want.*

## PRINT ADVERTISING

### 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"

### PRINT AD RATES

	Open	3X	6X	12X
Full . . .	\$1,650.	\$1,575	\$1,500	\$1,425
Half . . .	1,045.	.985	.925	.865
Quarter . . .	790.	.740	.690	.640

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

**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. Files may be sent via e-mail or FTP upload.

## DIGITAL ADVERTISING

### KentuckyGazette.com

The Kentucky Gazette's website delivers our readers to your website or social media platforms.

Spaces are limited. Files can be updated through run.

### Sponsorship/Leaderboard

The leaderboard (1120 x 150 pixels) runs across the top of all website pages.

1 Month . . . . .	\$1,100
3 Months. . . . .	\$2,800
6 Months. . . . .	\$5,500

### Medium Square

Squares are 300 x 300 pixels. *Rotation of website.*

1 Month . . . . .	\$900
3 Months. . . . .	\$2,260
6 Months. . . . .	\$4,420

### Bottom Banner

The bottom banner (845 x 150 pixels) runs beneath the story posts. *Rotation of website.*

1 Month . . . . .	\$900
3 Months. . . . .	\$2,260
6 Months. . . . .	\$4,420

### TKG in Brief

This weekly e-newsletter is a curated review of the week's political news. The newsletter is delivered to about 1,500 opt-in emails, with an average open rate of more than 34%. Banner ads are 728 x 90 pixels, and squares are 250 x 250 pixels.

4 X . . . . .	\$300
12 X . . . . .	\$625
24 X . . . . .	\$1,000
48 X . . . . .	\$1,600

### The Kentucky Gazette E-Blast

We send your content to our audience via a tailored email news blast that includes copy, photos and links.

Custom run dates, reaching to 1,500 opt-in emails. The deadline is one week prior to run. \$850 per blast.

*Digital ads should be submitted as JPG or PNG files.  
Links must be provided.*

**THE KENTUCKY GAZETTE**  
The Commonwealth's Journal on State Government, Politics and Public Affairs

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