

# THE KEY NEWSJOURNAL

Serving Central Kentucky



Rev. 3, 10/5/07

## MEDIA KIT

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### SERVING CENTRAL KENTUCKY'S BLACK COMMUNITY

**Publishers:** LexTown Publications, P.O. Box 23321, Lexington Kentucky 40523  
 Phone: (859) 373-9428 Fax: (877) 836-6422

**Circulation:** Average run of 6,250

**Saturation:** Currently distributed in Lexington, Frankfort, Richmond, Nicholasville, Paris, Georgetown, and Lawrenceburg.

**Cost:** The Key Newsjournal is a FREE publication.

*LexTown Publications... Your Portal To Central Kentucky's Black Community.*

#### Cost of Print Advertising Space

NUMBER OF INSERTIONS	1x	3x	6x	12x	26x
<i>Multiple Insertion Discount</i>		4%	6%	8%	10%
Back Page Color	960.00	921.60	902.40	883.20	864.00
Full Page Color	900.00	864.00	846.00	828.00	810.00
Full Page Black/White	840.00	806.40	789.60	772.80	756.00
Half Page Back Cover Color	840.00	806.40	789.60	772.80	756.00
Half Page Color	570.00	547.20	535.80	524.40	513.00
Half Page Black/White	529.00	507.84	497.26	486.68	476.10
Quarter Page Color	325.00	312.00	305.50	299.00	292.50
Quarter Page Black/White	300.00	288.00	282.00	276.00	270.00
Eighth Page Black/White (Only)	210.00	201.60	197.40	193.20	189.00
Sixteenth Page Black/White (Only)	160.00	153.60	150.40	147.20	144.00

#### PAYMENT TERMS

**3 editions pre-paid**  
 50% at placement  
 50% net 14 days

**6 editions pre-paid**  
 50% at placement  
 25% net 14 days  
 25% net 14 days

**12 editions pre-paid**  
 50% at placement  
 25% net 14 days  
 25% net 14 days

**26 editions pre-paid**  
 25% at placement  
 25% net 30 days  
 25% net 30 days  
 25% net 30 days

#### Set Up Fees

Fee applied to first months ad or any month with ad changes for companies without picture ready art.

#### Full Page

\$115.00

#### Half Page

\$75.00

#### Quarter Page

\$45.00

#### Eighth Page

\$35.00

#### Sixteenth Page

\$30.00

#### Technical Requirements

File Type	Color Profile	Text Type/ Output	Best Text Color	Layer Profile
JPEG	CMYK/Grayscale	Single Color	Black or Blue	Flattened
PDF(Adobe)	Generic Color or Black/White	1200 / 85	N/A	N/A
EPS	CMYK/Grayscale	Single Color	Black or Blue	Flattened

#### MECHANICAL REQUIREMENTS

Full Page.....10.3"w x 11.0"h  
 Half Page Vertical.....5.125"w x 11.0"h  
 Half Page Horizontal.....10.25"w x 5.75"h  
 Quarter Page Vertical.....2.5625"w x 11.0"h  
 Quarter Page Horizontal...10.25"w x 2.875"h

Quarter page Block.....5.125"w x 5.75"h  
 Eighth Page Vertical.....2.5625"w x 5.75"h  
 Eighth Page Horizontal.....5.125"w x 2.875"h  
 Sixteenth Page Horizontal.....5.125"w x 1.4375"h  
 Sixteenth Page Block.....2.5625"w x 2.875"h

Email Advertising Art to: [production@keynewsjournal.com](mailto:production@keynewsjournal.com)