

The Lane Report

Editorial Calendar 2018

Topics subject to change

JANUARY

Business and Economic Outlook 2018

FEBRUARY

Law and Accounting Services; Healthcare Update

MARCH

Banking and Financial Services; Venture Capital; Healthcare Update

APRIL

Real Estate and Construction; Tourism, Attractions and Convention Facilities

MAY

Education and Workforce Development; Top 20 Public Kentucky Corporations; Healthcare Update

JUNE

Manufacturing; Logistics and Transportation; KY FAME

JULY

Economic Development; Entrepreneurship; Energy and Utilities; Small Business Development

AUGUST

Agribusiness; Equine Industry; Top Women in Business

SEPTEMBER

Hospitals and Medical Services; Insurance and Human Resources; Workforce Development

OCTOBER

Auto Industry; Engineering; Architecture; Information Technology; Graduate Programs

NOVEMBER

Business and Personal Wealth Management; Healthcare Update and Wellness

DECEMBER

Technology; Workforce Development; Innovation and Commercialization

DIGITAL

"Faster Lane"

Four times a week, the editors of *The Lane Report* publish an email bulletin of fast breaking and important business and economic news from across Kentucky.

lanereport.com

lanereport.com provides business and economic news, current and archived copies of *The Lane Report*, and special publications published by Lane Communications Group.

TOPICS COVERED IN THE LANE REPORT'S PRINT & DIGITAL PUBLICATIONS

Accounting Services	Human Resources
Advocacy	Insurance
Agribusiness	Intellectual Property
Architecture	Legal Services
Business Development	Logistics
Construction	Management
Conventions	Manufacturing
Economic Trends	Marketing
Education	Real Estate
Engineering	Sales
Entrepreneurism	Technology
Equine	Tourism
Financial Services	Transportation
Global Trade	Wealth Management
Healthcare	Workforce Development



The Lane Report

Demographics

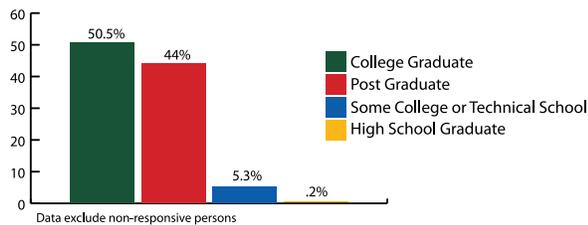
- 94.0 percent of subscribers are business owners, top executives, board chairmen, VPs, professionals, or senior managers.

- Income: 67.6 percent of subscribers have incomes over \$100,000; 42.6 percent have incomes over \$150,000.

- 96.3 percent of subscribers rated *The Lane Report* a valuable source of statewide business information.

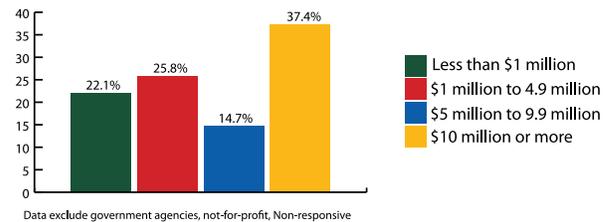
EDUCATION

97.1 percent of *The Lane Report* readers have attained some college, a graduate, and/or post graduate degree.

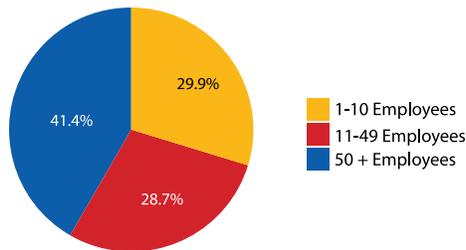


SIZE OF COMPANIES BY GROSS SALES

In which of the following categories would you estimate your company's sales fall?

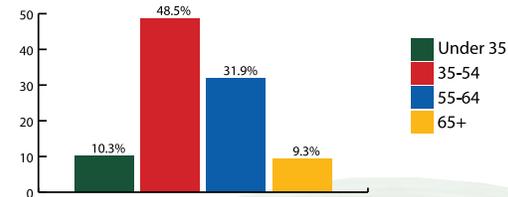


SIZE OF BUSINESS, NUMBER OF EMPLOYEES



AGE

80.4 percent of *The Lane Report* readers are between the ages of 35 and 64. 59.2 percent are 18-54.



Data are based on 2010 Matrix Group readership study. All data exclude non-responsive persons.

Distribution

KEY BENEFITS OF THE LANE REPORT

Targeted Circulation – Paid and controlled circulation is directed to top corporate managers, professionals, entrepreneurs, business owners, civic and political leaders. There is minimal waste circulation.

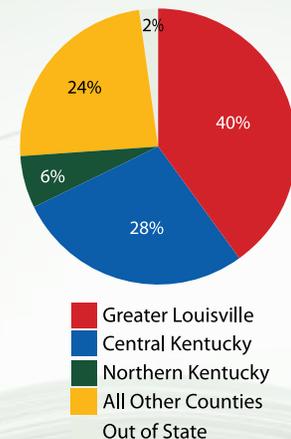
Delivery Method – All subscriptions are addressed to a qualified individual and delivered by U.S. Mail.

Reach – *The Lane Report* is a statewide publication and has circulation in every county in Kentucky.

Pass-a-long Readership – The 2010 Matrix Group readership study reported an average of 8.4 readers per copy (one primary and 7.4 pass-a-long).

Cost Efficiency – *The Lane Report's* controlled distribution has been designed to cost effectively reach the entire state with emphasis given to metro areas and centers of business activity.

TARGETED DISTRIBUTION



The Lane Report®

WHERE THE NEWS IS MADE BY THE READERS

- 96.3% of the subscribers rate *The Lane Report* as a valuable source of Kentucky business news.
- 94% of the primary subscribers identify themselves with one of the following titles: chairman, president, CEO, owner, partner, administrator, vice-president or, manager.
- 59.2% of the subscribers are 18-54 years-old.
- 97.1% of the subscribers have achieved some college, a graduate or post graduate degree.
- 67.6% of the subscribers have annual incomes greater than \$100,000 and 42.6% have incomes in excess of \$150,000.
- The average amount of time each subscriber spends reading *The Lane Report* is 25.7 minutes.
- Including the primary subscriber, on average, each issue of *The Lane Report* is read by 8.4 persons.
- *The Lane Report* has a monthly estimated primary and pass-a-long readership of 125,000 persons.
- 70% of the subscribers say they are more likely to do business with companies they are familiar with through advertising.

Source: 2010 Matrix Readership Survey



The Lane Report®

Zone Circulation

The Lane Report provides on a limited basis each month a split run of its total circulation. The two circulation zones include the Lexington/East split run (yellow) and the Louisville, West split run (green). Here are the details:

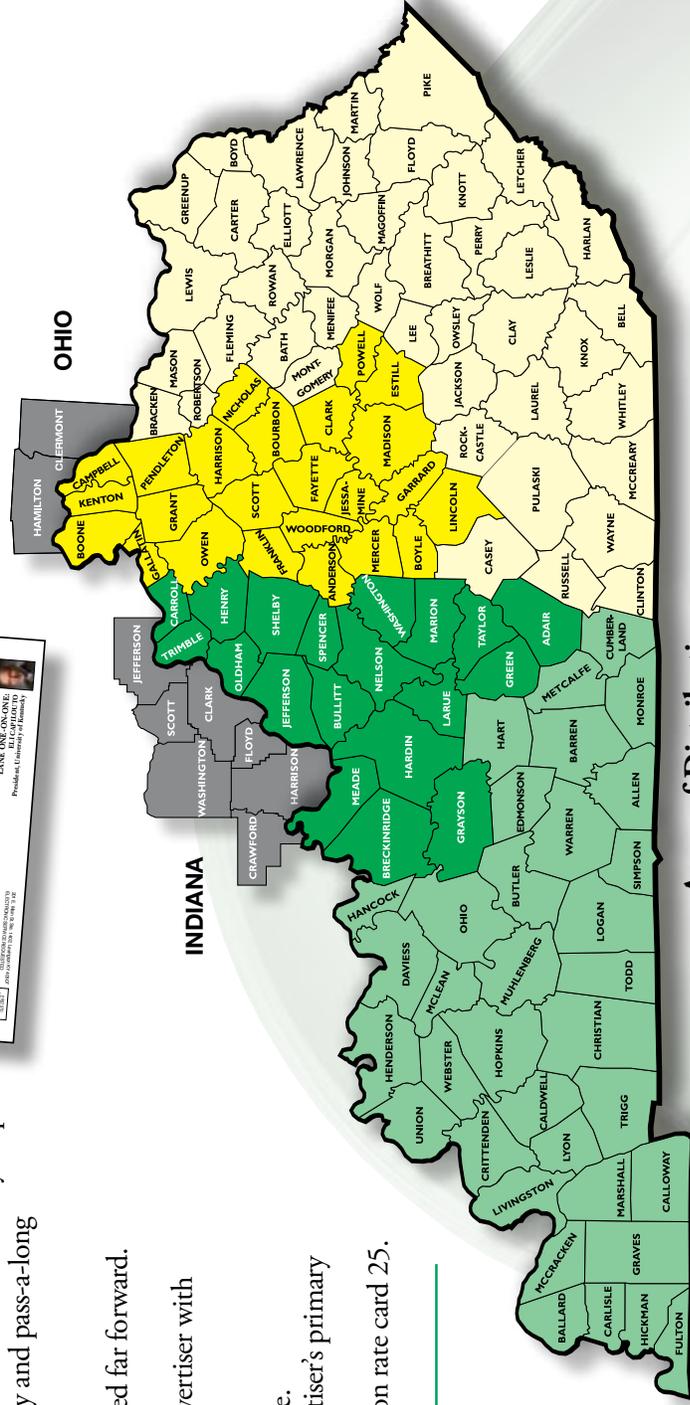
- The split run distributions are depicted on the Kentucky map.
- Each zone has an estimated primary and pass-a-long readership of 62,500 persons.
- Ads are FULL PAGE only.
- Split run ads normally are positioned far forward.

The split run option provides the advertiser with these benefits:

- Provides creative impact of full page.
- Circulation is targeted to the advertiser's primary service area.
- Earns the applicable 1/2 page rate on rate card 25.

Full Page, Color Rate (Net)

Open	\$2,750
4x	\$2,450
8x	\$2,400
12x	\$2,350



THE LANE REPORT'S

Exploring Kentucky

Exploring Kentucky, the monthly award winning editorial report on “things to do” and “places to visit,” is written by travel writer Katherine Tandy Brown and has been published for more than 20 years in *The Lane Report*.

Biz card ads reach individuals with high discretionary business and individual incomes who are prime prospects for booking group outings, business retreats, special conferences or weekend family trips. Biz card ads are also available in BG Magazine (Louisville and Lexington editions) and BG biz cards may be combined to earn frequency in the package plans.

Biz Card Ads

Size: 3.5” wide x 2” tall

- All ads are four-color, 300 dpi.

Published in The Lane Report and BG Magazines

Package Plans

6-month package: \$550 ea.

3-month package: \$625 ea.

One-time only: \$700 ea.

- Ads run in consecutive months

Enviable Venues
Hopkinsville-Christian County

270-885-9096 MeetinHopkinsville.com

GRIMES MILL Winery

Please join us in our Tasting Room to experience a blend of Kentucky and our Italian Heritage.

Thursday through Sunday
12pm - 6pm

Philip & Lois DeSimone
Owners

6707 Grimes Mill Road, Lexington, Kentucky 40515 | 859.543.9691
wine@grimesmillwinery.com | www.GrimesMillWinery.com

Progressive attitude. Small town charm.

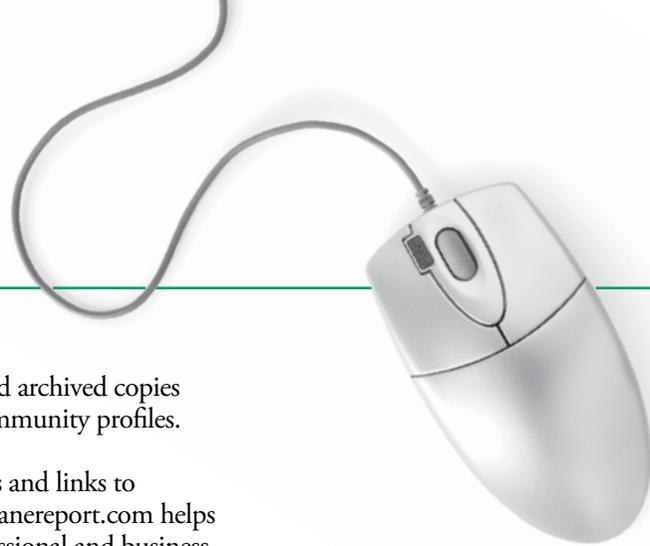
Murray, Kentucky
meetinmurray.com

Somernites Cruise Car Show

2012
APRIL-OCTOBER
EVERY 4TH SATURDAY

lakecumberlandtourism.com
SOMERSET-PULASKI COUNTY CONVENTION & VISITORS BUREAU

lanereport.com



lanereport.com is a portal website providing current and archived copies of *The Lane Report*, special reports, white papers and community profiles.

lanereport.com also provides daily business news stories and links to important business-related websites serving Kentucky. Lanereport.com helps site visitors to obtain information on government, professional and business services, utilities, education, economic development, demographics, real estate, mapping, tourism, local communities and businesses located in Kentucky.

lanereport.com is linked to all of *Lane Communications Group's* websites and publications.

Digital Ad Rates (Net) for Medium Rectangle, Skyscraper and Leaderboard:

Months	Net Cost	Units Count for Frequency
3	\$ 1,875	1 unit
6	\$3,275	1 unit
12	\$5,775	2 units

Advertiser will provide three ad sizes 300x250 pixels, 160x600 pixels and 728x90 pixels.

Rate includes link to advertiser's website.

The display ad position rotates with each page click; advertiser may change message at no additional cost.

Acceptable file formats: jpg, gif or animated gif.

Note: The actual ad size will vary based on the screen size of the recipient's digital device.

Underwriter sponsorships and website advertising are available.

Terms and conditions of rate card #25 apply.

Contact *The Lane Report* for a proposal tailored to your organization's marketing needs.

Payment in full due on commencement of campaign.

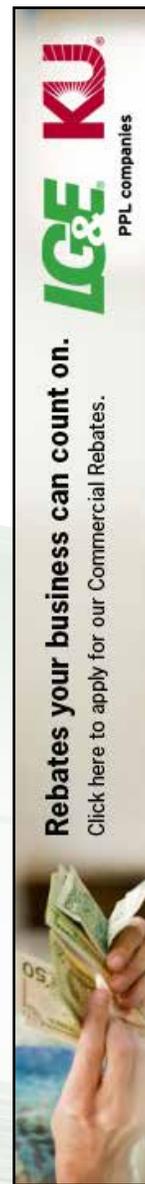
MEDIUM RECTANGLE
300 x 250



SKYSCRAPER
160 x 600



LEADERBOARD
728 x 90



Featured Story



Exploring Kentucky | Give the State a Hug for the Holidays!

November 15, 2017

Find the holiday spirit along Kentucky's bourbon trails

[READ MORE](#)

Featured Video



Current Issue of The Lane Report



In Trusts We Still Trust

Boomers won't take their trillion dollars with them, but many will control how it is spent

November 15, 2017

Faster Lane



Best-selling author, preservationist named to National Trust for Historic Preservation board

November 29, 2017

The National Trust for Historic Preservation has announced that Linda Bruckheimer has been elected...



KyCPA CEO Penny Gold to retire Nov. 30

November 28, 2017

Penelope "Penny" Gold has announced her retirement from the Kentucky Society of Certified Public...



Rotarian and WWII vet turns 100 Nov. 30; celebration planned at club's weekly meeting

November 26, 2017

The Rotary Club of Lexington will honor Tyler "Ty" Warriner for turning 100 years old on Thursday...



Kentucky Chamber releases full legislative agenda ahead of 2018 session

November 27, 2017

More Faster Lane Headlines

Gov. Bevin makes appointments to Kentucky boards and commissions

WKU's College of Business online program ranked 25th in country

Commercial development expert talks the state of retail in Ky.

Seven Louisville businesses receive loans totaling \$410,000 from city

Greater Fort Knox Region Named 2018 'Great American Defense Community'

Judicial Nominating Commission announces nominees for Jefferson Family Court Judgeship

KentuckyWired installs broadband 'hut' in Pikeville

Kentucky prison population projected to grow by 4,400 in the next decade at a cost of more than \$600M

Winter weather out of sight but top of mind for state transportation crews

Louisville Metro budget balanced for Fiscal Year 2016-17

Appriss to create 200 high-paying jobs with \$11.3M expansion

Kenton County Animal Shelter offering free adoptions during December

Arbor Youth Services names new executive director

Rotarian and WWII vet turns 100 Nov. 30; celebration planned at club's weekly meeting

Best-selling author, preservationist named to National Trust for Historic Preservation board



One-on-One: Shift to defined-contribution pensions creates change to pay down liability

It will still take 30 years, but working complex financial puzzles like TIFs and P3 funding is a passion for KRS Board Chair John Farris



Allocating Academia's \$4.2 Billion

Kentucky college and university endowments are a mixed bag of assets and

The Lane Report's Faster Lane

From: The Lane Report - Kentucky's Business News Source [<mailto:markgreen@lanereport.ccsend.com>] On Behalf Of The Lane Report - Kentucky's Business News Source

Sent: Tuesday, November 28, 2017 11:02 AM

To: Your Name Here

Subject: Perspective | Kentucky's Next Education Test

ADVERTISING MATERIAL

IF YOU'RE IN BUSINESS TO WIN,
SHOW UP AT OUR PLACE.



STOLL | KEENON | OGDEN
SKO 120 | 1897-2017
PLLC

SKOFIRM.COM

The Lane Report's Faster Lane

WHERE THE NEWS IS
MADE BY THE READERS.

TODAY'S FEATURED STORY

NOVEMBER 28, 2017

Perspective | Kentucky's Next Education Test

Teaching essential soft skills should be part of K-12 curricula

Are you one of
Kentucky's BEST BETS?



Presented by:



DEAN DORTON
DEAN DORTON ALLEN FORD, PLLC



Lane Report

kybestbets.com

MORE FASTER LANE

NOVEMBER 28, 2017

Bluegrass Market Review | Vibrant arts scene sparks innovation in commercial life

NOVEMBER 28, 2017

LEGO Fan Convention returns to Louisville Jan. 6-7

NOVEMBER 27, 2017

Gov. Bevin makes appointments to Kentucky boards and commissions

NOVEMBER 27, 2017

Bluegrass Market Review | Travelers spent \$2 billion in Fayette County

NOVEMBER 27, 2017

Magazine ranks EKU best in state for programs, services that support military vets

NOVEMBER 27, 2017

Kentucky Chamber releases full legislative agenda ahead of 2018 session

NOVEMBER 27, 2017

Competition in the healthcare market (PDF)

300
ATTORNEYS
1
GOAL

Helping Clients
Achieve Their
Business
Objectives

Bonita K. Black*
Louisville Office
Managing Member

ST STEPTOE
& JOHNSON
PLLC

step toe-johnson.com

*Services may be provided by others.

THIS IS AN ADVERTISEMENT

MARKET REVIEW

OF GREATER LOUISVILLE/ SOUTHERN INDIANA

Sponsored by



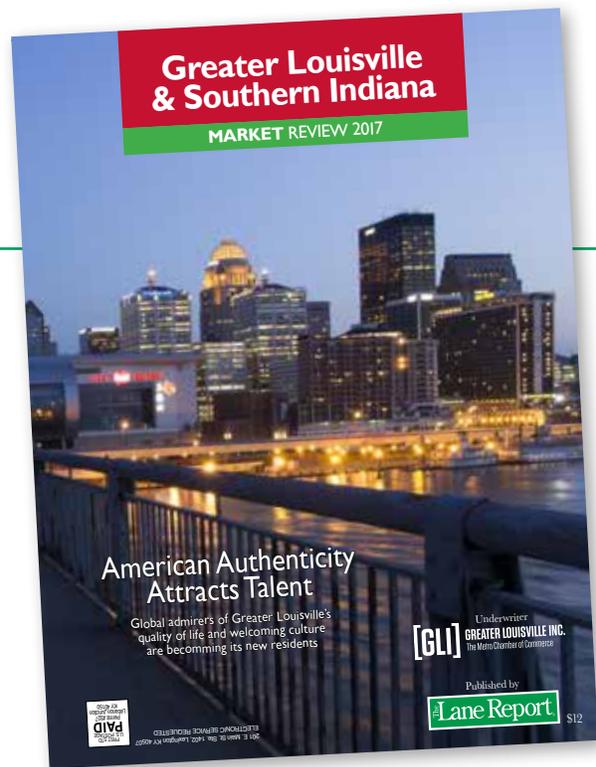
Market Review, an annual publication promoting economic development, provides vital community data and demographic information about the Greater Louisville and Southern Indiana region. A valuable business tool with a long shelf life, *Market Review* is an ideal advertising medium to reach influential business, civic, professional, and community leaders throughout the year, as well as, new companies considering a business expansion in the region.

Features

- Statistical data for the 15 county region
- Each county's key contact information, including government officials, professionals and economic development leaders
- Comments from corporate CEOs and owners of locally owned business enterprises
- Updates on the region's financial and professional services, educational opportunities, workforce development, healthcare, commercial/residential real estate, technology, transportation, tourism/recreation, convention/hospitality services, and a quality of life overview.

Distribution

Copies are distributed by direct mailings to the region; Kentucky and Indiana congressional delegations; local and state government officials. Additional copies are distributed through Greater Louisville Inc., One Southern Indiana, the Kentucky Cabinet for Economic Development, and local participating counties.



2018 Edition

Featuring color photography and graphics throughout 100+ fact-filled pages

Circulation

Controlled Direct Mail	6,750
Economic Development Agencies	2,000
Regional Government	1,000
Participating Advertisers	1,500
Promotional Distribution	750
Total Circulation	12,000
Estimated Readership	84,000

Advertising Rates (Net) Rate Card #25

Advertiser receives 50-word company profile with contact information and executive headshot

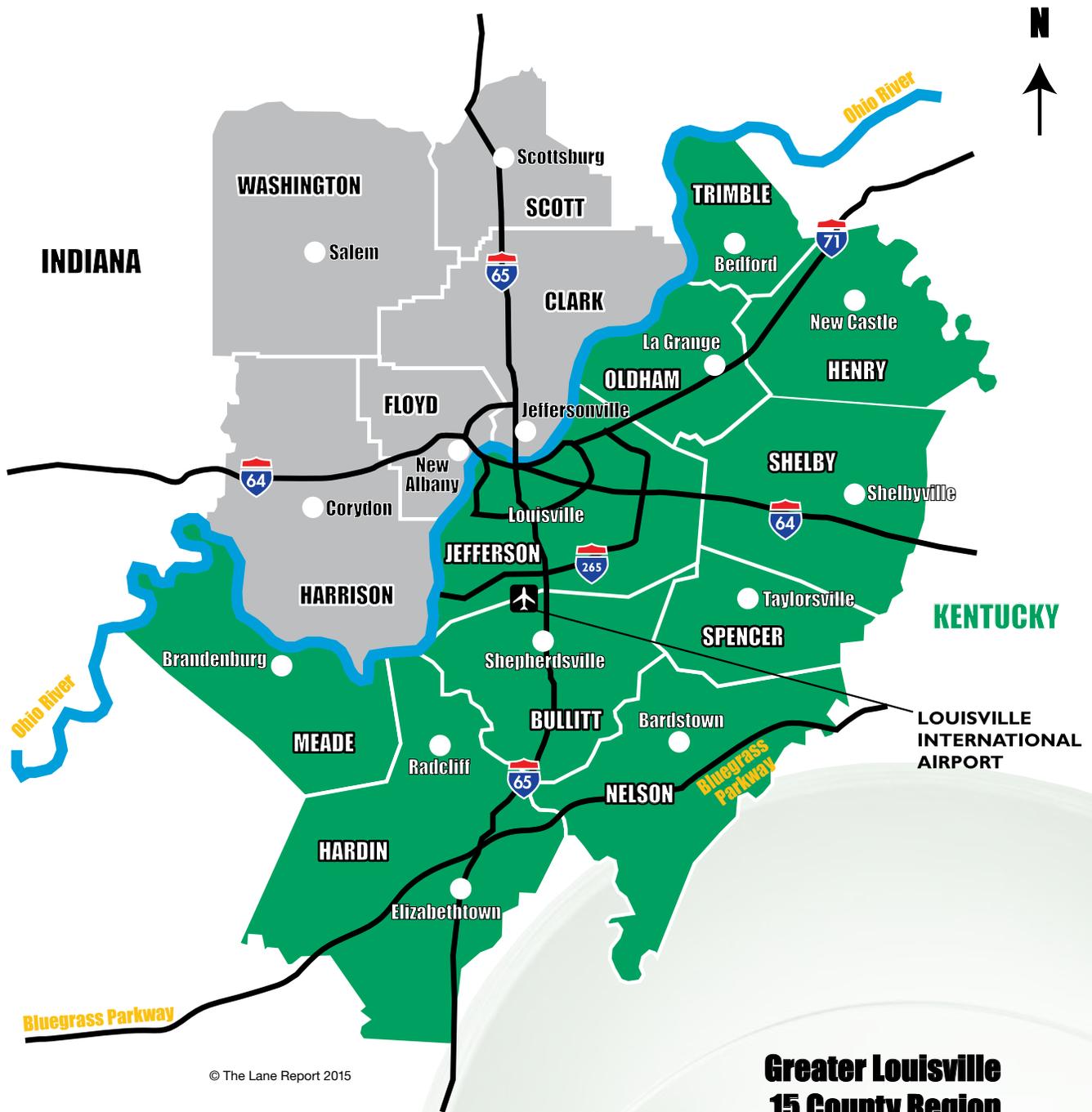
Size (Four Color)	1-Time Rate	Combo Rate*
Full Page	\$3,950	\$3,650
1/2 Page (1)	2,750	2,450
Premium Pages	4,300	3,950
Back Cover	4,800	4,500
Underwriter	5,500	5,000

(1) Horizontal Only

*With three or more insertions in *The Lane Report* publications

Publication Date - 2nd Quarter 2018





© The Lane Report 2015

Greater Louisville 15 County Region

[GLI] GREATER LOUISVILLE INC.
The Metro Chamber of Commerce



MARKET REVIEW

OF GREATER LEXINGTON AND CENTRAL KENTUCKY

Market Review focuses on economic development activity in Central Kentucky. Its content provides community data, lifestyle and demographic information about the region designed to promote the area as a place to expand or relocate operations. As a valuable desktop reference source with a long shelf life, *Market Review* is an ideal advertising medium to reach influential business, professional, and community leaders throughout the year.

Features

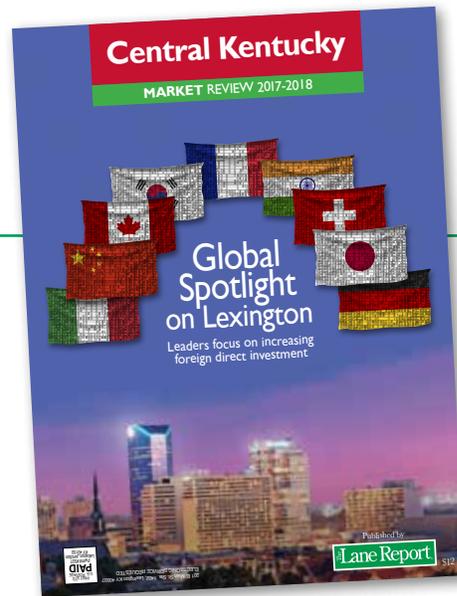
- Statistical data for each county are summarized for easy reference
- Each county's key contact information is completely updated, including government officials, business, professional and civic leaders
- Comments from corporate CEO's and owners of locally owned business enterprises
- Updates on the region's financial and professional services, educational opportunities, workforce development, healthcare, commercial/residential real estate, technology, transportation, tourism/recreation, convention/hospitality services and quality of life overview

Distribution

Copies are distributed by direct mailings and through Bluegrass area economic development agencies including: Bluegrass Area Development District, Commerce Lexington, Mayor's Office for Economic Development, Kentucky Cabinet for Economic Development, and Lexington Convention and Visitors Bureau.

Circulation

Controlled Direct Mail	6,000
Economic Development Agencies	2,250
Regional Government	2,000
Participating Advertisers	1,000
Promotional Distribution	750
Total Circulation	12,000
Estimated Readership	84,000



2018-2019 Edition
Featuring color photography and graphics throughout 100+ fact-filled pages

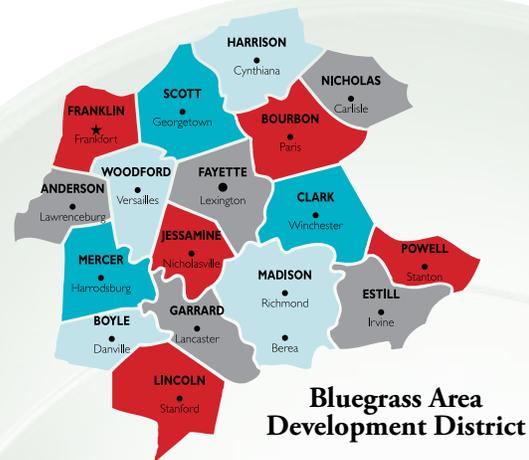
Advertising Rates (Net) Rate Card #25

Advertiser receives 50-word company profile with contact information and executive headshot

Size (Four Color)	1-Time Rate	Combo Rate*
Full Page	\$3,950	\$3,650
1/2 Page (1)	2,750	2,450
Premium Pages	4,300	3,950
Back Cover	4,800	4,500
(1) Horizontal Only		

*With three or more insertions in *The Lane Report* publications

Publication Date - 3rd Quarter 2018



Bluegrass Area Development District

Bonus: *Market Review* will also be published digitally on lanereport.com. Advertisers will be provided a hot link to the publication upon request.



MARKET REVIEW OF NORTHERN KENTUCKY

Market Review focuses on economic development activity in Northern Kentucky. Its content provides community data, lifestyle and demographic information about the region designed to promote the area as a place to expand or relocate operations. As a valuable desktop reference source with a long shelf life, *Market Review* is an ideal advertising medium to reach influential business, professional, and community leaders throughout the year.

Features

- Statistical data for each county are summarized for easy reference
- Each county's key contact information is completely updated, including government officials, business, professional and civic leaders
- Comments from corporate CEO's and owners of locally owned business enterprises
- Updates on the region's financial and professional services, manufacturing, logistics, transportation, educational & workforce opportunities, healthcare, technology, commercial & residential real estate, conventions & hospitality, tourism and quality of life overview

Distribution

Distributed by direct mailings and thru area development agencies including: NKy Chamber, TRI-ED, Skyward, Judge Executives, Meet NKY, Southbank Partners, CVG, Redi Cincinnati, AMWDC, NKy FAME, Mayor's & City offices for Economic Development, Governor's office & the KY Cabinet for Economic Development.

Circulation

Controlled Direct Mail	8,000
Economic Development Agencies	1,250
Regional Government	1,500
Participating Advertisers	500
Promotional Distribution	750
Total Circulation	12,000
Estimated Readership	84,000



2018 Edition
Featuring color photography and graphics throughout the fact-filled pages

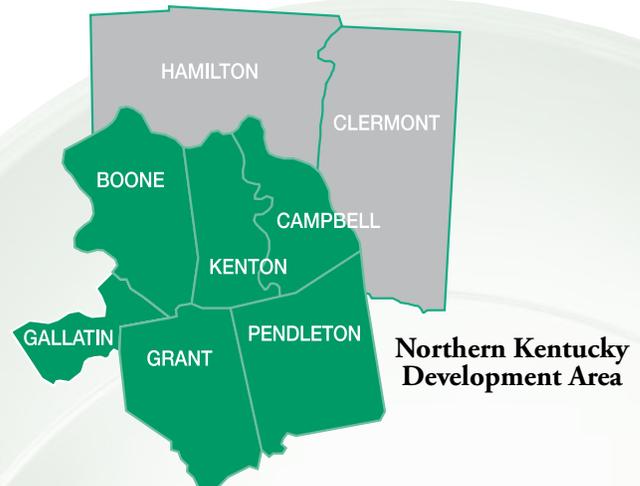
Advertising Rates (Net) Rate Card #25

Advertiser receives 50-word company profile with contact information and executive headshot

Size (Four Color)	1-Time Rate	Combo Rate*
Full Page	\$3,950	\$3,650
1/2 Page (1)	2,750	2,450
Premium Pages	4,150	3,950
Back Cover	4,600	4,500
(1) Horizontal Only		

*With three or more insertions in *The Lane Report* publications

Publication Date - 4th Quarter 2018



Bonus: *Market Review* will also be published digitally on lanereport.com. Advertisers will be provided a hot link to the publication upon request.



THE LANE REPORT'S Health Kentucky

2018 **Advertorial** Advertiser

Health Kentucky is a statewide, annual publication which provides an overview of healthcare as it relates to research, technology and innovation in the life sciences; medical research entities; medical insurance and the economic impact of healthcare on Kentucky while focusing on healthcare mergers and strategic alliances.

The publication provides reports, in an advertorial format, about medical services providers, hospitals, medical training, research efforts, the regionalization of services, new medical and research facilities, and commercialization initiatives.

Circulation & Readership

Health Kentucky reaches over 150,000 readers in:

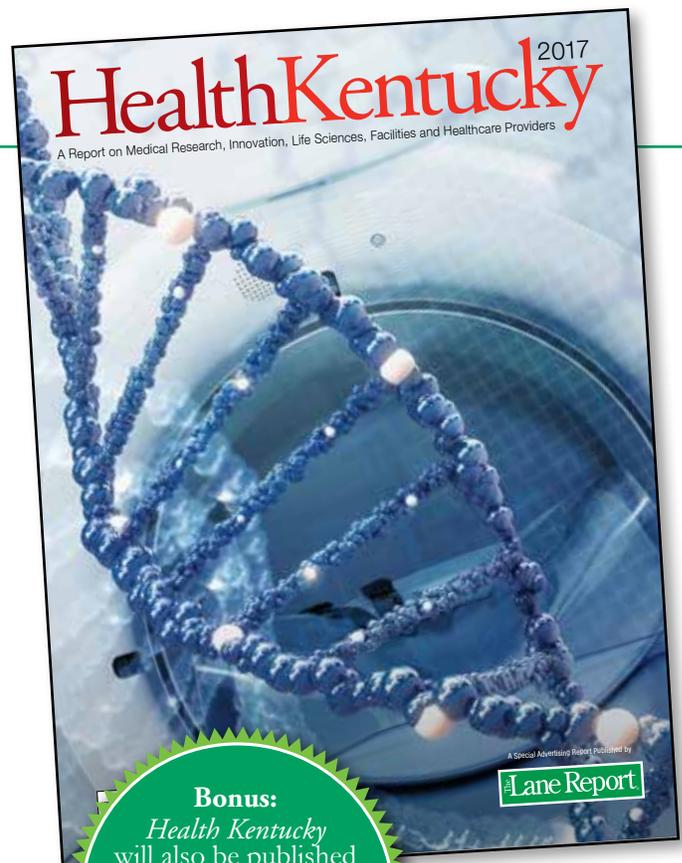
- Medical groups of 3 or more doctors
- Economic development organizations
- Chambers of Commerce
- Healthcare provider offices
- Lane Report Subscribers
- Advertisers

Advertising Rates (Net) Rate Card #25

Two page minimum. Two page increments.
Special design criteria apply

Size	Rate
2-4 Pages	\$3,950 per page
5-8 Pages	\$3,650 per page
9+ Pages	\$3,350 per page
Underwriter	\$6,750 per page

Publication Date - 3rd Quarter 2018



Bonus:
Health Kentucky will also be published digitally (PDF and html) on lanereport.com. Advertisers will be provided click-thru upon request.



THE LANE REPORT'S
Health Kentucky

2018 **Display** Advertiser

Health Kentucky is a statewide, annual publication which provides an overview of healthcare as it relates to research, technology and innovation in the life sciences; medical research entities; medical insurance and the economic impact of healthcare on Kentucky while focusing on healthcare mergers and strategic alliances.

The publication provides reports, in an advertorial format, about medical services providers, hospitals, medical training, research efforts, the regionalization of services, new medical and research facilities, and commercialization initiatives.

Circulation & Readership

Health Kentucky reaches over 150,000 readers in:

- Medical groups of 3 or more doctors
- Economic development organizations
- Chambers of Commerce
- Healthcare provider offices
- Lane Report Subscribers
- Lane Report Advertisers

Advertising Rates (Net) Rate Card #25

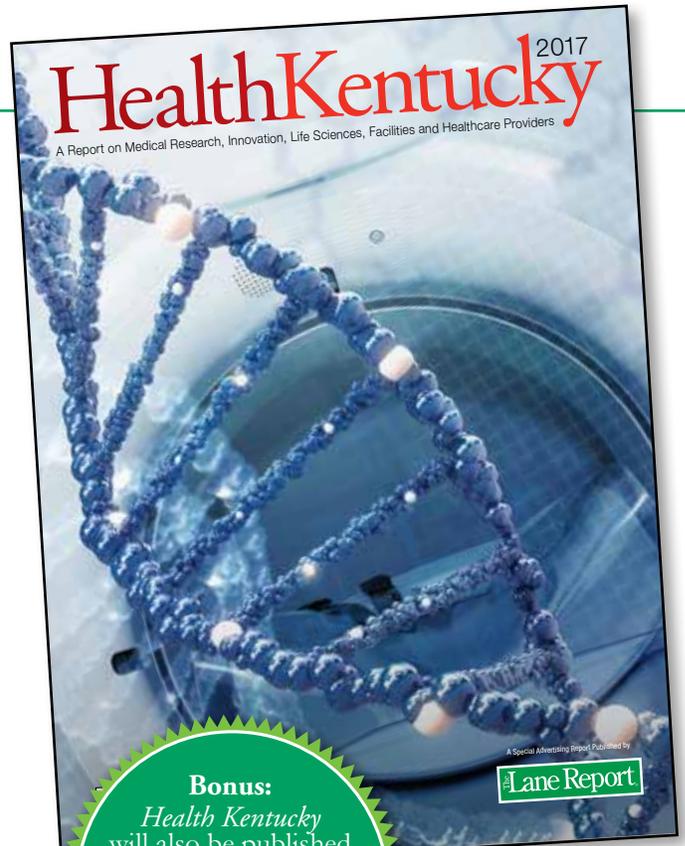
DISPLAY

Size	Rate
Full Page	\$4,950
1/2 Page (1)	2,950
1/4 Page	1,875
Premium Pages	5,350
Underwriters (2)	6,750

(1) Horizontal Only

(2) Underwriters receive a premium page, logo on cover, logo on contents page, 250 overprints

Publication Date - 3rd Quarter 2018



Bonus:
Health Kentucky will also be published digitally (PDF and html) on lanereport.com. Advertisers will be provided click-thru upon request.



RESEARCH | KENTUCKY

2018 **Advertorial** Advertiser

Research Kentucky presents –in an advertorial story format –updates on research in progress, inventions, patents, economic development, commercialization, and innovation achievements at Kentucky’s universities and businesses. *Research Kentucky* is designed to provide the state’s business, professional, political and civic leaders with regular updates on the activities and successes of Kentucky’s research, innovation, and commercialization efforts. *Research Kentucky* also supports Kentucky’s official economic development, business recruitment, and retention activities.

PUBLICATION DATES

Research Kentucky is printed in late December 2017 and inserted into the January 2018 issue of *The Lane Report*. The magazine’s first issue was published in 2006.

DISTRIBUTION

Promotional copies are distributed to participating advertisers and corporate underwriters, Kentucky Governor’s Office, Kentucky’s congressional delegation, worldwide offices of the Kentucky Economic Development Cabinet, Commerce Lexington, Inc., Tri-Ed Group, Kentucky Department of Education, Council on Postsecondary Education, Kentucky World Trade Center, Greater Louisville Inc., and used as a collateral material at special events, seminars, and conventions.

READERSHIP ESTIMATES

160,000 to 180,000 readers based on primary and pass-a-long readership estimates. Total circulation is 22,000 copies. In readership studies, *The Lane Report* delivers up to 8.4 readers (primary and pass-a-long) per copy. (Source: 2010 Matrix Readership Study)

ELECTRONIC PUBLICATION

Research Kentucky is published for a minimum of one year on lanereport.com and kybiz.com. Advertisers will, upon request, receive a hot link from the website.

TARGETED DEMOGRAPHICS

The Lane Report has controlled circulation and is targeted to business owners, corporate managers, professionals, entrepreneurs, civic and political leaders. *The Lane Report* is audited and the magazine is mailed to qualified recipients.

SPECIFICATIONS

Magazine format – 8 1/8” x 10 7/8”, all four-color printed on 70 lb. high-gloss paper stock, saddle stitched.



RESTRICTIONS

Only colleges, universities and research/innovation entities located in Kentucky are permitted to purchase advertorial space with the exception of two corporate underwriters who may purchase covers of the magazine. No display advertising is permitted except for two corporate underwriters.

EDITORIAL CONTENT

All editorial materials – copy, photographs, art, and logotypes – are provided by the advertiser.

DESIGN

Design and layout are provided by *The Lane Report*.

Advertising Rates (Net) Rate Card #25

Two page minimum. Two page increments.
Special design criteria apply

Size	Rate
2-4 Pages	\$3,950 per page
5-8 Pages	\$3,650 per page
9+ Pages	\$3,350 per page
Underwriter	\$6,750 per page

Publication Date - 1st Quarter 2018



RESEARCH | KENTUCKY

2018 **Display** Advertiser

Research Kentucky presents –in an advertorial story format –updates on research in progress, inventions, patents, economic development, commercialization, and innovation achievements at Kentucky’s universities and businesses. *Research Kentucky* is designed to provide the state’s business, professional, political and civic leaders with regular updates on the activities and successes of Kentucky’s research, innovation, and commercialization efforts. *Research Kentucky* also supports Kentucky’s official economic development, business recruitment, and retention activities.

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DISTRIBUTION

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160,000 to 180,000 readers based on primary and pass-a-long readership estimates. Total circulation is 22,000 copies. In readership studies, *The Lane Report* delivers up to 8.4 readers (primary and pass-a-long) per copy. (Source: 2010 Matrix Readership Study)

ELECTRONIC PUBLICATION

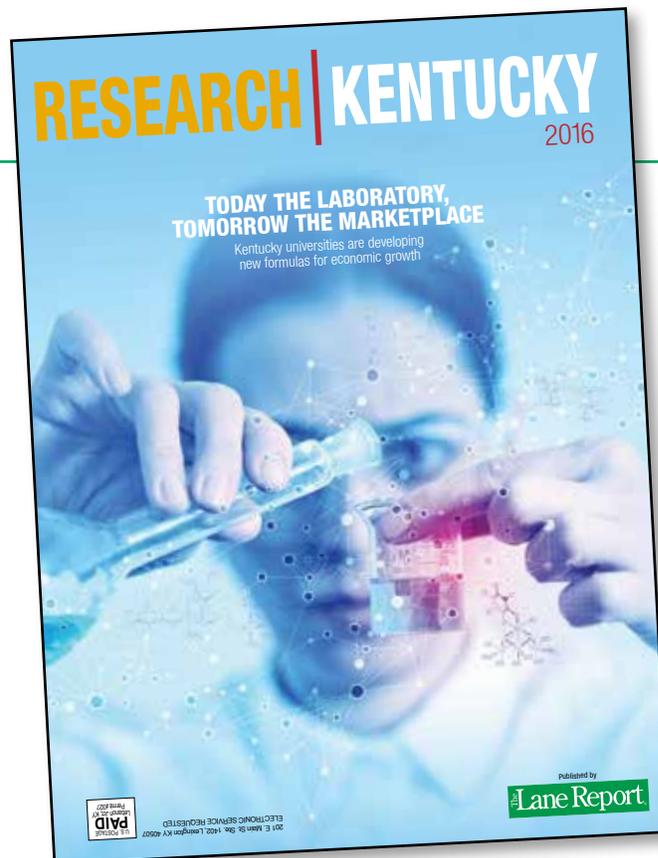
Research Kentucky is published for a minimum of one year on lanereport.com and kybiz.com. Advertisers will, upon request, receive a hot link from the website.

TARGETED DEMOGRAPHICS

The Lane Report has controlled circulation and is targeted to business owners, corporate managers, professionals, entrepreneurs, civic and political leaders. *The Lane Report* is audited and the magazine is mailed to qualified recipients.

SPECIFICATIONS

Magazine format – 8 1/8” x 10 7/8”, all four-color printed on 70 lb. high-gloss paper stock, saddle stitched.



RESTRICTIONS

Only colleges, universities and research/innovation entities located in Kentucky are permitted to purchase advertorial space. Limited display advertising is accepted from companies outside the research category.

EDITORIAL CONTENT

A portion of *Research Kentucky* will contain pure editorial focusing on the commercialization process.

Advertising Rates (Net) Rate Card #25

DISPLAY

Size	Rate
Full Page	\$4,950
1/2 Page (1)	2,950
1/4 Page	1,875
Premium Pages	5,350
Underwriters (2)	6,750

- (1) Horizontal Only
- (2) Underwriters receive a premium page, logo on cover, logo on contents page, 250 overprints

Publication Date - 1st Quarter 2018



The Lane Report®

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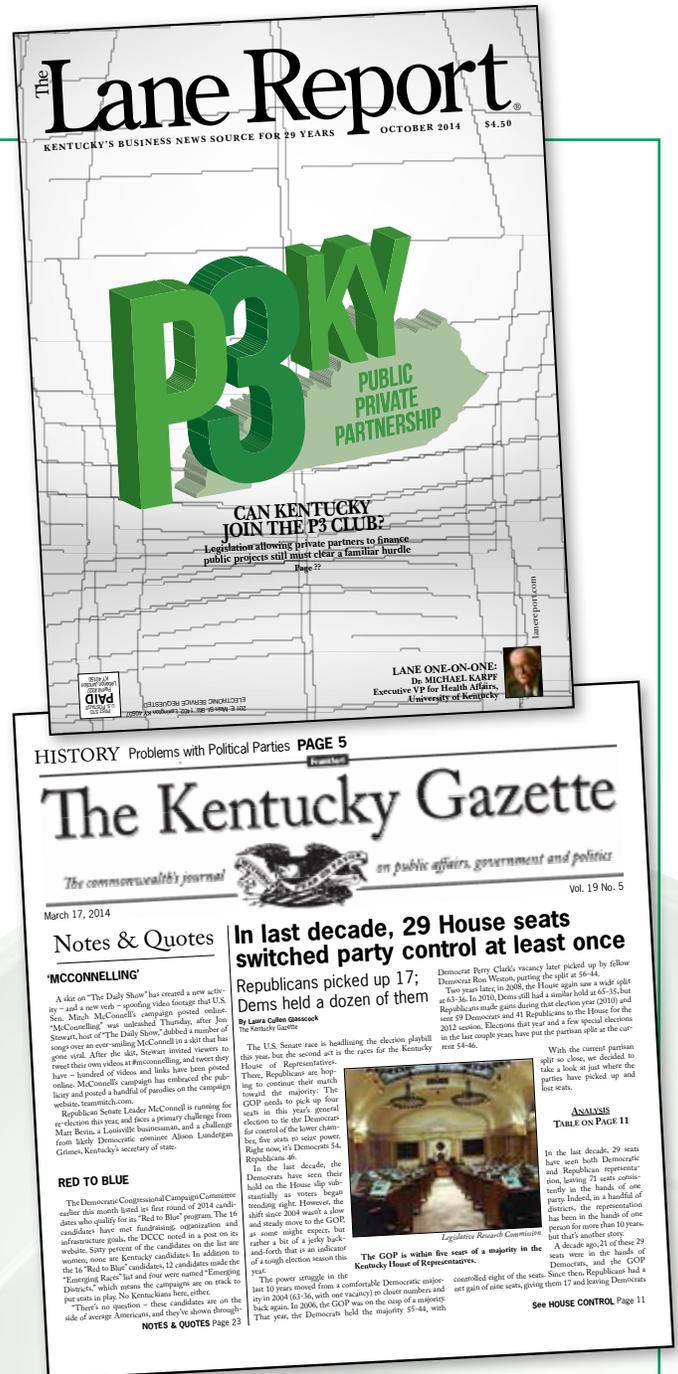
Provisions of rate card 25 effective 1/1/17 apply.

The Lane Report is a monthly statewide business and economic news magazine that has been published for 30 years. The publication is targeted to political, professional, government, business and economic development leaders in Kentucky.

The Kentucky Gazette is a bimonthly statewide journal of public affairs, government, and politics published for 20 years. The journal is targeted to political, government, business, educational and public advocacy professionals in Kentucky.

Size (Non-Bleed) (2)	Full page	Half page
<i>The Lane Report</i>	7" x 10"	7" x 4.875"
<i>The Kentucky Gazette</i>	6.75" x 9.75"	6.75" x 4.875"

(2) Bleed is available on request in *The Lane Report* at no additional cost. Bleed is not available in *The Kentucky Gazette*.



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Video Production Package Plan (Net)

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