

THE KEY NEWSJOURNAL

Serving Central Kentucky

Revised 1/2017

MEDIA KIT

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SERVING CENTRAL KENTUCKY'S BLACK COMMUNITY

Publishers: LexTown Publications, P.O. Box 23321, Lexington Kentucky 40523
Phone: 859-492-6642 **Email:** production@keynewsjournal.com

Circulation: 5000

Distribution: The Key Newsjournal is distributed widely in Lexington, Georgetown and Nicholasville through churches, local libraries and small businesses.

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 Multiple Insertions Discount	1x	6x 6%	12x 10%
	Back Page Color	960.00	902.40
Full Page Color	900.00	846.00	810.00
Full Page Black/White	840.00	789.60	840.00
Half Page Back Cover Color	840.00	789.60	756.00
Half Page Color	570.00	535.80	513.00
Half Page Black/White	529.10	497.26	476.10
Quarter Page Color	325.50	305.50	292.50
Quarter Page Black/White	300.00	282.00	270.00
Eight Page Black/White (Only)	210.00	197.40	189.00
Sixteenth Page Black/White (Only)	160.00	150.40	144.00

2017 Print Schedule

January 2017 Deadline 12/23 - Print 1/6/17	July 2017 Deadline 6/9 - Print 6/23
February 2017 Deadline 1/13 - Print 1/27	August 2017 Deadline 7/14 - Print 7/28
March 2017 Deadline 2/10 - Print 2/24	September 2017 Deadline 8/11 - Print 8/25
April 2017 Deadline 3/10 - Print 3/24	October 2017 Deadline 9/8 - Print 9/22
May 2017 Deadline 4/14 - Print 4/28	November 2017 Deadline 10/13 - Print 10/27
June 2017 Deadline 5/12 - Print 5/26	December 2017 Deadline 11/3 - Print 11/17
	January 2018 Deadline 12/1 - Print 12/15

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	10.0" w x 10.0" h	Quarter Page Block	5.0" w x 5.0" h
Half Page Vertical	5.0" w x 10.0" h	Eighth Page Vertical	2.50" w x 5.0" h
Half Page Horizontal	10.0" w x 5.0" h	Eighth Page Horizontal	5.0" w x 2.50" h
Quarter Page Vertical	2.50" w x 10.0" h	Sixteenth Page Block	2.50" w x 2.50" h
Quarter Page Horizontal	10.0" w x 2.50" h		

Set Up Fee Applied to first month ad or any month with ad changes for companies without picture-ready art.

Full Page \$50 • Half Page \$45 • Quarter Page \$40 • Eighth Page \$35 • Sixteenth Page \$30

Email Advertising Art to: Production@keynewsjournal.com