

THE KEY NEWSJOURNAL

Serving Central Kentucky

Revised 2/2018

MEDIA KIT

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Publishers: LexTown Media Group, LLC P.O. Box 23321, Lexington Kentucky 40523
Phone: 859-685-8488 **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	12x
		6%	10%
Back Page Color	1008.00	947.52	907.20
Full Page Color	945.00	888.30	850.50
Full Page Black/White	882.00	829.08	793.80
Half Page Back Cover Color	840.00	789.60	756.00
Half Page Color	598.50	562.59	538.65
Half Page Black/White	555.56	522.27	500.00
Quarter Page Color	341.78	321.27	307.69
Quarter Page Black/White	315.00	296.10	283.50
Eight Page Black/White (Only)	220.50	207.27	198.45
Sixteenth Page Black/White (Only)	168.00	157.92	151.20

2018 Print Schedule

Now printing the 1st Friday of each Month*

January 2018	July 2018
Deadline 12/29 - Print 1/5/18	Deadline 6/29 - Print 7/6
February 2018	August 2018
Deadline 1/26 - Print 2/2	Deadline 7/27 - Print 8/3
March 2018	September 2018*
Deadline 2/23 - Print 3/2	30th Annual Roots and Heritage Issue/Festival Guide
April 2018	Deadline 8/24 - Print 8/30
Deadline 3/30 - Print 4/6	October 2018
May 2018	Deadline 9/28 - Print 10/5
Deadline 4/27 - Print 5/4	November 2018
June 2018	Deadline 10/26 - Print 11/2
Deadline 5/25 - Print 6/1	December 2018
	Deadline 11/30 - Print 12/7

*Roots and Heritage Festival Guide will print the last week of August for distribution purposes.

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)	CMYK or Black/White	1200/85	N/A	N/A
EPS	CMYK/Grayscale	Single Color	Black or Blue	Flattened

MECHANICAL REQUIREMENTS

Full Page	10.25" w x 10.5" h	Quarter Page Block	5.125" w x 5.25" h
Half Page Vertical	5.125" w x 10.5" h	Eighth Page Vertical	2.5625" w x 5.25
Half Page Horizontal	10.25" w x 5.5" h	Eighth Page Horizontal	5.125" w x 2.625" h
Quarter Page Vertical	2.5625" w x 10.5" h	Sixteenth Page Block	2.5625" w x 2.625" h
Quarter Page Horizontal	10.25" w x 2.625" 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