



## Welcome to the race!

### ***Congratulations on your decision to run for public office!***

*The editor and staff of The Key Newsjournal, Central Kentucky's Black newspaper, invite you to actively pursue Black voters through our publication and outlets.*

*You may already know:*

- *Black Americans are the largest ethnic minority in Lexington, making up 14.5% of the population.*
- *33,500 Black adults in Lexington are voting age\*.*
- *The Key Newsjournal is Central Kentucky's only Black newspaper in print and online.*
- *The Key Newsjournal is a FREE tabloid size newspaper distributed through Black businesses, churches and most places free papers are found including public libraries, coffee shops and boxes in Downtown Lexington.*
- *Key Conversations Radio is Central Kentucky's only Black hosted and produced local talk radio program on commercial and public radio. Airtime: Sunday's on WBTF 107.9FM and WUKY 91.3FM.*

***You can do this:***

- *Please send an official head shot and ad copy to [production@keynewsjournal.com](mailto:production@keynewsjournal.com)*
- *Please add [editorial@keynewsjournal.com](mailto:editorial@keynewsjournal.com) to your communication lists including messages to media and supporters.*

**Important Primary Dates:**

- *Deadline to submit letter for consideration of PRIMARY ENDORSEMENT:  
Friday, April 20, 2018*
- *Deadline to submit advertising for February – May: See attached*

***If you would like to be considered for endorsement by The Key Newsjournal\*\*, please send a letter:***

- *Displaying interest and knowledge of a range of political, economic and social issues negatively impacting the Black constituents you hope to represent.*
- *Naming organizations and individuals that you have a relationship with and will work with to improve the quality of life for Black Central Kentucky residents.*
- *Detailing your relevant experience and qualifications for the office which you seek.*
- *Including a list of current endorsements.*
- *Contact information for interview*

***If seeking RE-ELECTION of if you have HELD PREVIOUS OFFICE:***

*Name specific, high impact initiatives you led and consider successfully positive change within the Black community.  
Deadline to submit letter for consideration of ENDORSEMENT and photo: April 20, 2018*

*\*US Census 2012-2016 ACS 5-year estimates*

*\*\*The Key Newsjournal will consider endorsement of candidates for the Fall election.*

**Email:** [editorial@keynewsjournal.com](mailto:editorial@keynewsjournal.com) (photos and ads to: [production@keynewsjournal.com](mailto:production@keynewsjournal.com))

**Phone:** 859-685-8488

**Website:** [www.lextown.info](http://www.lextown.info)

# 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 6%	12x 10%
	Back Page Color	1008.00	947.52
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
<b>Deadline 12/29 - Print 1/5/18</b>	<b>Deadline 6/29 - Print 7/6</b>
February 2018	August 2018
<b>Deadline 1/26 - Print 2/2</b>	<b>Deadline 7/27 - Print 8/3</b>
March 2018	September 2018*
<b>Deadline 2/23 - Print 3/2</b>	30th Annual Roots and Heritage Issue/Festival Guide
April 2018	<b>Deadline 8/24 - Print 8/30</b>
<b>Deadline 3/30 - Print 4/6</b>	October 2018
May 2018	<b>Deadline 9/28 - Print 10/5</b>
<b>Deadline 4/27 - Print 5/4</b>	November 2018
June 2018	<b>Deadline 10/26 - Print 11/2</b>
<b>Deadline 5/25 - Print 6/1</b>	December 2018
	<b>Deadline 11/30 - Print 12/7</b>

*\*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](mailto:Production@keynewsjournal.com)