

COMMERCE LEXINGTON INC.

PUBLICATION SPONSORSHIPS



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Commerce Lexington's newsletters, brochures, research publications, directories, and more are ideal vehicles for promoting the products and services of member firms to the top decision makers in business, industry, and government. Many members value marketing inside Commerce Lexington publications and view their sponsorship as a specifically targeted opportunity for their company. For the sponsoring firm, our publications are a cost-effective way to target their marketing dollars. For Commerce Lexington Inc., sponsorships are an important source of non-dues income, and make our communications efforts a reality.



Access Loan Program Brochure

Since its inception in 2001, Commerce Lexington's ACCESS Loan

Program has led to more than \$15.8 million in financing for the expansion of small and minority-owned businesses in Central Kentucky. It has received regional, statewide, and national recognition. Different than traditional applications for loans, the ACCESS Loan Program brings the financial institutions to the client. Applicants know exactly where they stand when it comes to financing for a business. The ACCESS Loan Brochure is the program's main marketing tool and reaches a regional audience.

Frequency: Annual
Projected circulation: 1,000+; 1,000+. Distributed to financial institutions, local and state government economic development offices, including area Chambers of Commerce, Small Business Development Centers, Community Ventures, and organizations throughout the Bluegrass Region participating in the program, which in turn distribute them to potential loan applicants. The program and brochure are targeted to minority, women-owned, and small business entrepreneurs.

Opportunities:
 Ads on back cover . . . \$150 each

Business Focus

Commerce Lexington's main communication with the membership is its Business Focus magazine, published monthly and featuring articles about upcoming events, programs, education, economic development and public policy. Commerce Lexington surveys have shown that 97% of the membership reads Business Focus magazine regularly.

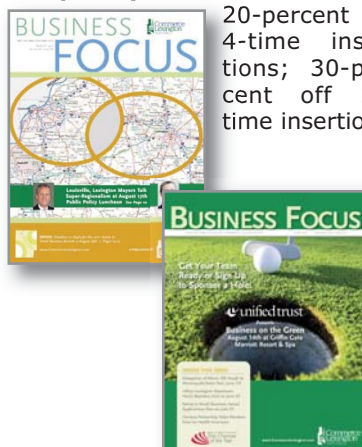
Frequency: Monthly
Circulation: 5,000 per month (60,000 printed annually). Distributed to business, government, educational leaders, displayed at Commerce Lexington, and posted on-line at <http://www.commercelexington.com/publications.html>.

Business Focus Opportunities:

	B&W	Color
Full page	\$1,265	\$1,485
Half page	\$760	\$980
1/3 page	\$528	\$748
1/4-page	\$450	\$670
1/6 page	\$305	\$495

*Full color is available throughout the entire Business Focus.

Frequency discounts:
 20-percent off 4-time insertions; 30-percent off 12-time insertions.



E-News Update

Commerce Lexington's E-News Update is an innovative electronic marketing tool delivered each Tuesday to about 4,000 members. The service provides timely information about upcoming events, policy decisions, member news, programs and services.

Frequency: Weekly (Tuesday)
Circulation: Approximately 4,000+ people each week.

Top Banner ad (600x100 pixels) at the very top of the E-News Update for maximum exposure; Can include a hyperlink to a company Web site \$1,800 per quarter (12 weeks)

Tower banner ad (200x400 pixels) \$1,500 per quarter (12 weeks)

Square banner ad (200x200 pixels) \$1,200 per quarter (12 weeks)

Guide to Gaining Media Attention

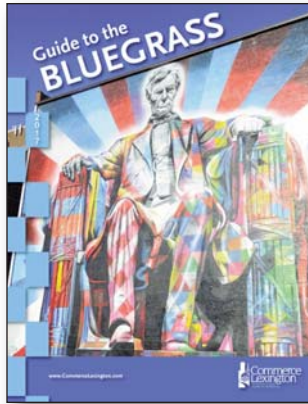
This publication is designed to assist businesses and non-profit organizations in utilizing the local media more efficiently. It includes everything from how to structure a news release to what's the best way to contact a media representative, as well as a list of local media outlets.

Frequency: Annual
Circulation: 500; Printed and available electronically at www.Commerce Lexington.com

Opportunities:
 Outside back cover at \$750
 Inside front cover at \$650
 Inside back cover at \$625
 Half-page ad inside at \$300



For Information About Sponsoring A Commerce Lexington Inc. Publication, call 859-254-4447.



Guide to the Bluegrass

Commerce Lexington Inc.'s Guide to the Bluegrass is focused on making a family's transition to the area an easier one. It contains overviews of the city, education options, hotels, things to do and major attractions, how to get around, shopping & dining opportunities, retirement communities, and a newcomer's guide that highlights how to set up your utilities, cable TV, libraries, voter and auto registration, and pet information. The Guide to the Bluegrass is a great opportunity to reach families before they get to the Bluegrass. Copies are distributed by the chamber of commerce, realtors and real estate companies, banks, hospitals, schools, restaurants, & more.

Publication Date: March 2018

Frequency: Annual

Circulation: 7,000 in print; Also posted at CommerceLexington.com

Opportunities:

Outside Back Cover	\$3,880
Inside Front Cover	\$3,675
Inside Back Cover	\$3,460
Full Page Inside	\$2,995
2/3-page	\$2,695
1/2-page (Horizontal only) . . .	\$2,095
1/3-page	\$1,595
1/4-page	\$1,195
1/6-page	\$ 795

Leadership Lexington Graduation Yearbook

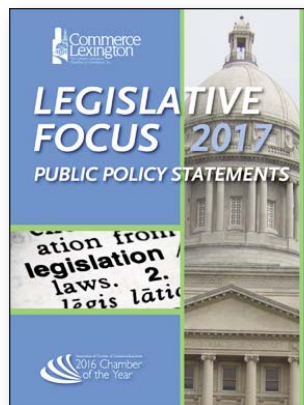
Sponsors of this publication will get in the door with key leaders of the Bluegrass, many of whom make the decisions about where to purchase products/services and where to market their own business or organization. These books are presented to the Leadership Lexington class during Graduation Ceremonies at the end of each year's program. Since 1979, over 1,400 community leaders have participated in the program.

Frequency: Annual (June)

Circulation: 100 (Distributed to Leadership Lexington graduates, as well as past class members, steering committee members, and potential applicants).

Opportunities:

Gold sponsor	\$750
Logo on front; 7"x3" banner on back	
Silver sponsor	\$500
Logo on front; 5"x2.5" banner on back	
Bronze sponsor	\$275
Logo on front; 3.5"x2" banner on back	



Legislative Focus

Commerce Lexington's Legislative Focus brochure outlines the organization's policy statements for the upcoming Legislative Session. Each year, Commerce Lexington's Public Policy Council meets to formulate the organization's policy positions on a number of issues - from education to workforce development to taxes and more.

Frequency: Annual

Circulation: 5,000+ Published in the Business Focus magazine in December or January, and additional copies are distributed to key leaders in the community as well as those interested in the political and policy-making process. Also published on-line in digital format.

Opportunities:

Outside back cover	\$1,500
Inside front cover	\$1,250
Inside back cover	\$1,100



Minority Business Resource Guide

Commerce Lexington's Minority Business Resource Guide is an important tool for the Minority Business Development Program. In addition to listing the contact information of minority members of Commerce Lexington, it also features programs and services that can benefit minority-owned businesses. It's great for companies looking to do business with minority business owners.

Frequency: Annual

Circulation: 600+ (Distributed at Commerce Lexington events including the Opportunity Exchange Reception, purchasing directors at the areas larger companies including UK, LFUCG, FCPS, as well as potential applicants to Commerce Lexington's Access Loan Program) **It is one of our most downloaded on-line publications.**

Opportunities:

Outside back cover	\$1,200
Inside front cover	\$1,000
Inside back cover	\$800
Half-page ad inside	\$500
Quarter-page ad inside	\$250

M2M Discount Program

This program is designed to encourage members to patronize other members by giving them an opportunity to offer member-exclusive discounts. Sponsors and participants are also included in a Participant Catalog available for members to download from our website in a special section dedicated to the Member 2 Member Discount Program.

Publication Date: Ongoing

Frequency: Participant Catalogue updated as necessary

Medium: Participant Catalogue is printable from www.commercelexington.com and available at the Commerce Lexington Inc. office.

Opportunities:

Gold Sponsors (12 months / limit 3)
 \$1,500
 Silver Sponsors (6 months / limit 3)
 \$750
 Seasonal Sponsors (3 months / limit 4)
 \$500

Mobile App - CLX2Go

This app is compatible with iPhones, Android-based phones, and Blackberries, offering one-touch connectivity to CLX events and news, your favorite business members, maps, social media, and much more. To download the app, search "CLX2Go" at iTunes or Google Play.



Frequency: Ongoing

Circulation: Over 1,000 downloads
 (Since June 2012)

Opportunities:

Presenting Sponsor \$3,500
 Platinum Sponsors \$2,500
 Search Page Sponsor \$2,250
 Events Page Sponsor \$2,000
 News Page Sponsor \$2,000
 Near Me Mapping Page \$1,500
 **Banner ads all measure 320 pixels wide by 77 pixels tall.

Public Policy E-mail Updates/Action Alerts

Commerce Lexington relies heavily on e-mail as a tool to get public policy information and alerts to its members and the public at-large. Its Public Policy E-mail Updates and Action Alerts provide timely information about legislative activities, policy decisions, surveys, and events throughout the year. During the session, the e-mail update includes summaries of legislation that could have an impact on business, as well as information about to contact your elected official. Our e-mail distribution list contains 3,800 people currently, including local, state and federal officials.

Publication Date: Periodically.

Frequency: Each Friday during Legislative Sessions of the Kentucky General Assembly and periodically during the remainder of the year with event notices, action alerts, special sessions, surveys, and other announcements. (Around 8 updates sent during odd-year sessions; 16 during even-year sessions, plus special sessions, plus federal and local government issues, plus action alerts as needed.)

Circulation: 4,000+

Opportunities:

Top E-Mail Banner (600x100 pixels)
 \$5,200 annually
 Square Banner (300x300 pixels)
 \$1,800 annually
 Half Banner (300x100 pixels)
 \$1,000 annually (\$150 each)



Small Business Resource Guide

Commerce Lexington's Small Business Resource Guide is a step-by-step plan for starting a small business. This guide is extremely helpful to local entrepreneurs who may have difficulty figuring out where to start. Included in the guide is information about the Bluegrass Small Business Development Center for help creating a business plan, and Commerce Lexington ACCESS Loan contact information.

Frequency: Annual (March)

Circulation: Approximately 500

(accessible on-line at CommerceLexington.com)

Opportunities:

Outside back cover \$750
 Inside front cover \$650
 Inside back cover \$625
 Half-page ad inside \$300



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