

ADVERTISING PRINT & DIGITAL OPTIONS



REACH YOUR TARGET AUDIENCE:

Commerce Lexington has a variety of publication marketing opportunities - both print and digital - to help you increase your visibility and reach your target audience at a cost that meets your needs. Marketing your business or organization with Commerce Lexington puts you in front of the top decision makers across economic segments like business and industry, education, health care, government, hospitality and more. Contact an investor development manager to learn more about publication advertising.

CONTACT YOUR INVESTOR DEVELOPMENT MANAGER FOR AVAILABILITY



Business Focus Magazine:

About:

Business Focus magazine keeps members connected to all things chamber and features articles about upcoming events, programs, member discounts and benefits, economic development, leadership development, and public policy. Other information includes listings of new members and personnel announcements.



← Scan to read Business Focus magazine.

Frequency: Bi-monthly

Media: Print & digital (commercelexington.com/publications)

Circulation 2025:

- 57,000+ print distribution (~4,800 monthly)
- ~1,000 views in digital format
- Mailed to 66 Kentucky cities

Price range: \$750 for 1/4-page up to \$1,750 for full-page color ad.

2026 Editorial Calendar: **Jan.** - Legislative session preview, **Feb./Mar.** - Leadership issue, **April/May** - Financial issue, **June/July** - Taste of Greater LEX, **Aug./Sept.** - Small business issue, **Oct./Nov.** - Manufacturing & regionalism issue, **Dec.** - Nonprofit issue.

Discounts: 15% for 4-time insertions; 20% for 7-time insertions; 15% member agency; Ask about Top Investor discounts.

Deadlines: Deadlines vary, but typically artwork is due by the middle of the month for the upcoming issue.

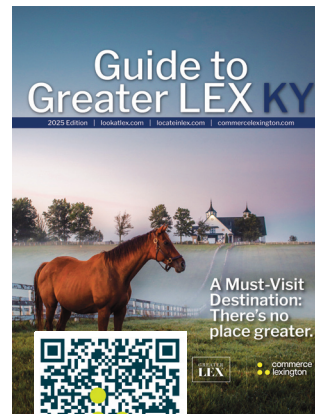
Note: Ad design work or alterations by Commerce Lexington will be billed at a rate of \$30 per hour.

Advertising Costs & Sizes:

Full page	8.75" x 11.25" (bleed size)	\$1,750
1/2-page horiz. vertical	7.5" x 4.75" 4.75" x 7.5"	\$1,250
1/4-page horiz. vertical	5.0" x 3.75" 3.75" x 5.0"	\$ 750

SPONSORED CONTENT:

Advertorial Full page	7.5" x 9.0"	\$1,750
Advertorial 1/2-page	7.5" x 4.813"	\$1,250



Guide to Greater LEX:

About:

Guide to Greater Lexington is focused on making a family's transition to the area an easier one. It contains overviews of the city, educational options, hotels, major attractions, health care, how to get around, shopping & dining opportunities, retirement communities, and a newcomer's guide.



← Scan to read Guide to Greater LEX

Frequency: Annual (released in March)

Media: Print & digital (commercelexington.com/relocation-guide)

Circulation (annual):

- 6,000 print distribution
- ~1,300 in digital format
- Distributed by Commerce Lex., realtors, banks, hospitals, schools, restaurants, major area employers & more.

Price range: \$600 for 1/6-page up to \$3,500 for outside back.

Discounts: Early-bird discounts until September 19; Ask about Top Investor discounts.

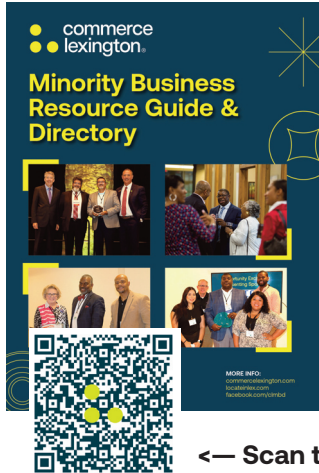
Deadlines: Ad copy due by Nov. 15; Payment due by Dec. 12.

Note: Ad design work or alterations by Commerce Lexington will be billed at a rate of \$30 per hour.

Advertising Costs & Sizes:

Full page	8.75" x 11.25" (bleed size)	
Outside back cover.....		\$3,500
Inside front cover.....		\$3,300
Inside back cover.....		\$3,100
Full page inside.....		\$2,995
2/3-page	4.688" x 10"	\$2,295
1/2-page horiz.	7.5" x 4.875"	\$1,795
1/3-page square	4.688" x 4.875"	\$1,195
1/4-page vertical	3.75" x 4.875"	\$ 875
1/6-page horiz. vert.	4.688" x 2.375" 2.25" x 4.875"	\$ 600

ADVERTISING RESOURCE GUIDES



Community & Minority Business Resource Guide & Directory:

About:

This resource guide lists the contact information of minority members of Commerce Lexington and features programs and services that can benefit minority-owned businesses. It's great for companies looking to do business with minority-owned, women-owned, and veteran-owned businesses.

Frequency: Annual (released in March)

Media: Print & digital

Circulation (annual):

- ~500 print distribution + ~1,000 digital
- Distributed at variety of events and through Urban League.

Deadlines: Ad copy due by late January.

Advertising Costs & Sizes:

Outside back cover	8.5" x 11.0"	\$1,200
Inside front cover	8.5" x 11.0"	\$1,000
Inside back cover	8.5" x 11.0"	\$ 800
1/2-page horizontal	7.5" x 5.0"	\$ 500
1/4-page vertical	3.5" x 5.0"	\$ 250

← Scan to read CMBD Guide & Directory



Small Business Resource Guide:

About:

The Small Business Resource Guide provides a step-by-step plan for starting a small business. This guide is extremely helpful to local entrepreneurs and others looking to start their own business who may have difficulty figuring out where to start. Resources are listed from the local, state and federal levels.

Frequency: Annual (released in February)

Media: Print & digital (commercelexington.com/publications)

Circulation (annual):

- ~400 print distribution + ~900 digital
- Distributed at variety of events targeted to entrepreneurs.

Deadlines: Ad copy due by late December.

Advertising Costs & Sizes:

Outside back cover	8.5" x 11.0"	\$ 750
Inside front cover	8.5" x 11.0"	\$ 650
Inside back cover	8.5" x 11.0"	\$ 625
1/2-page horizontal	7.5" x 5.0"	\$ 300

← Scan to read Small Business Resource



Guide to Gaining Media Attention:

About:

This Guide 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 (released in February)

Media: Print & digital (commercelexington.com/publications)

Circulation (annual):

- ~400 print distribution + ~900 digital
- Distributed at variety of events targeted to entrepreneurs.

Deadlines: Ad copy due by late December.

Advertising Costs & Sizes:

Outside back cover	8.5" x 11.0"	\$ 750
Inside front cover	8.5" x 11.0"	\$ 650
Inside back cover	8.5" x 11.0"	\$ 625
1/2-page horizontal	7.5" x 5.0"	\$ 300

← Scan to read Guide to Gaining Media Attention



ADVERTISING DIGITAL MEDIA OPTIONS



Commerce Lexington E-Newsletter:

About:

Commerce Lexington's E-Newsletter Update is an electronic marketing piece delivered each week to approximately 6,000+ people. This communication tool provides timely information about upcoming events, policy decisions, programs and services.

Frequency: Weekly (each Tuesday)

Media: Digital

Circulation (weekly):

- 6,000+ E-newsletter subscribers
- 45% open rate in 2025

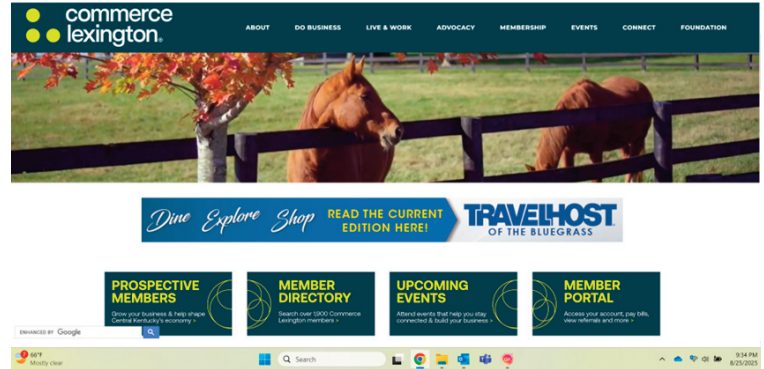
Discounts: Ask about Top Investor discounts.

Deadlines: Ad copy due by Friday before the Tuesday E-news.

Advertising Costs & Sizes:

Top banner ad	600 pixels x 100 pixels	\$600/month
Tower banner ad	200 pixels x 400 pixels	\$500/month
Square banner ad	200 pixels x 200 pixels	\$400/month

**All banner ads include hyperlink. Acceptable file types include .jpg, .gif, and .png.*



CommerceLexington.com Website:

About:

Commerce Lexington's website is designed for a number of audiences in mind, including chamber members, people looking to relocate to the region, and those who need resources to start or grow their business.

Media: Digital

Circulation (annual 2024):

- 314,834 page views from 166 countries
- 129,830 users
- Traffic: 67.4% from search engines; 26.8% direct

Discounts: Ask about Top Investor discounts.

Deadlines: Banner ads can start when submitted.

Advertising Costs & Sizes:

Platinum Level 1	970w x 90h & 300x250 ads	\$3,200/year
Platinum Level 2	970w x 90h banner ad	\$2,400/year
Platinum Level 3	300w x 250h banner ad	\$1,200/year
Enhanced Directory Listing		\$ 149/year

**All banner ads rotate across the site with hyperlink. Cost can be pro-rated. Acceptable file types: .jpg, .gif and .png.*



Commerce Lexington Policy E-mail Update:

Frequency: Weekly during Legislative Session, then monthly

Circulation:

- 6,000+ e-mail subscribers
- Banner ads can start when submitted.

Deadlines: Check for deadlines prior to each Policy Update.

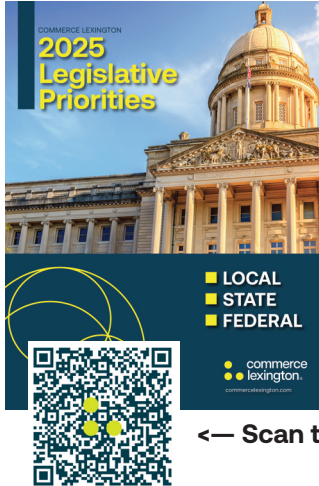
Advertising Costs & Sizes:

Top banner ad	600 pixels x 100 pixels	\$4,800/year
Tower banner ad	200 pixels x 400 pixels	\$1,800/year
Square banner ad	200 pixels x 200 pixels	\$1,200/year

**All banner ads include hyperlink. Acceptable file types include .jpg, .gif, and .png. Cost can be pro-rated.*



ADVERTISING OTHER OPPORTUNITIES



Commerce Lexington Legislative Priorities Document:

About:

Public Policy Statements booklet outlines the organization’s policy statements for the upcoming Legislative Session. Each year, Commerce Lexington’s 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 (released in early January)

Media: Print & digital (commercelexington.com/policy-statements--key-issues.html)

Circulation (annual):

- ~400 print distribution + ~500 digital
- Printed copies distributed to state legislators and at policy events; Distributed to membership via e-mail & social media.

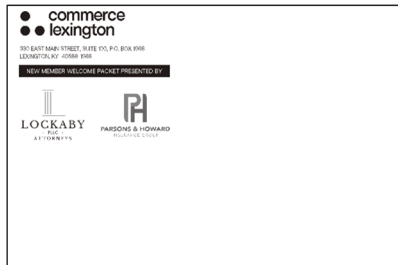
Deadlines: Ad copy due by late November.

Advertising Costs & Sizes:

Outside back cover	8.5” x 11.0”	\$750
Inside front cover	8.5” x 11.0”	\$650
Inside back cover	8.5” x 11.0”	\$625

← Scan to read Legislative Priorities

Commerce Lexington New Member Packet:



About:

Reach a targeted audience of brand-new Commerce Lexington members by marketing your business on the new member welcome packet cover envelope. All new members are mailed a welcome packet that includes a Business Focus, staff directory, and other items to help them get the most out of their membership.

Frequency: Annual

Media: Print

Circulation: Mailed to around 350 new members per year.

Deadlines: Artwork due by late December.

Note: One sponsor per industry will be accepted. Limit 6 total.

Advertising Costs & Sizes:

Presenting sponsorship	\$1,000/year
Nonprofit sponsorship	\$ 750/year

**Sponsorship includes logo on envelope and insertion of your business flyer or brochure in the package.*

Contact an Investor Development Manager to Find Out More:



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Investor Development Manager
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Kristie Woodrum
Investor Development Manager
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