

Grand Opening Package

A bundled package designed to enhance the launch of a business, providing a variety of means to promote themselves through their Commerce Lexington membership. Includes an enhanced online listing, *Business Focus* advertising, event sponsorship, and E-Newsletter advertising and a membership list. Realize cost savings by purchasing in bundled format!

Contact: Dana Zinger, 859-226-1607, dzinger@commercelexington.com

Cost: \$1,795



The Grand Opening Package includes the following:

Enhanced Member Listing on commercelexington.com for One Year (\$149 value)

Inside the on-line Business Directory, each CLX member has their own web directory page for better visibility & more exposure within search engines. Companies with enhanced on-line directory listings stand out more among others in each category.

Features include:

- Company logo or photo (245w by 160h pixels)
- Description of your business/organization
- Google map showing your business location

1/6 Page Full Color Ad in *Business Focus* Magazine (one insertion) (\$495 value)

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.

Publication Date: Mailed to members during the first week of each month

Frequency: Monthly

Projected Circulation: 5,100 per month (61,200 printed annually). Distributed to business, government, community and educational leaders across 41 Kentucky counties, displayed at Commerce Lexington, and posted on-line at www.commercelexington.com/publications.html.

Contact: Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications.

Note: Any ad copy design or alterations will be billed by Commerce Lexington Inc. at a rate of \$30 per hour.

Description	Ad Size
1/6 Page, Inside	(H) 4.813" x 2.5" (V) 2.313" x 5"

**@330 Sponsor
(\$750 value)**

These informal gatherings provide a topical presentation relevant to the success of both small and large businesses. Commerce Lexington members only event, attendees gather to hear from a speaker or panel to discuss ideas, share best practices, and work through challenges.

Date: Held once every other month on the second Tuesday of the month

Projected Attendance: 30

Contact: Liz Bennett, 859-226-1615, Lbennett@commercelexington.com

Sponsor

- Company representative invited to each event and recognized as a Gold Sponsor
- Recognition as a Gold Sponsor in all event materials including:
 - Live link to company website included in Commerce Lexington’s electronic marketing (i.e. website, e-mail, etc.)
 - Listed as Gold Sponsor in the *Business Focus* monthly magazine
- Company may display materials or promotional items at each event on a shared sponsor table

**Square Banner (200 x 200 pixels) in E-News Update for One Month (four placements)
(\$400 value)**

Commerce Lexington’s E-Newsletter Update is an innovative electronic marketing tool delivered each Tuesday to approximately 4,500-plus people. This CLX communication tool provides timely information about upcoming events, policy decisions, programs and services.

Publication Date: Each Tuesday

Frequency: Weekly, except for weeks containing a holiday in which Commerce Lexington is closed.

Projected Circulation: 4,500+

Format: Ad must be in .jpg or .gif format. Ad may be animated. FLASH FILES NOT ACCEPTED.

Contact: Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Square Banner on the left side of E-News – the banner may also include a link to your company’s web site	Square Banner 200 pixels wide x 200 pixels tall
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Commerce Lexington Membership List in Electronic Format (\$350 value)

An excellent marketing tool, containing contact information for over 1700 member businesses, Commerce Lexington's membership list in an excel format. Includes company name, contact person, phone number, fax number, website address, physical address, employee count, and business category.

Ribbon Cutting

Celebrate your grand opening with Commerce Lexington staff and volunteers – we provide the giant scissors and ribbon!

Complimentary Copy of Commerce Lexington's *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.

Enhancement Opportunities:

- **+ \$1,250** - Additional event/program sponsorship
 - Net90 Network Sponsor
 - Spotlight Gold Sponsor (series)
- **+ \$1,000** - Three additional 1/6-page full color ads in *Business Focus*
- **+ \$700** - Eight additional Square Banner ads in E-News