**Guide to Gaining Media Attention**

Measures 8.5’’ x 11’’ (multiple pages)

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.

**Publication Date:** February 2020

**Publication Circulation:** 500, distributed to new members and on request

**Medium:** Printed and electronic versions; Posted on-line at www.commercelexington.com/publications.html

**Contact:** Mark Turner, 859-226-1606, [mturner@commercelexington.com](mailto:mturner@commercelexington.com)

|  |  |  |
| --- | --- | --- |
| **Description** | **Price** | **Ad Size** |
| Outside Back Cover | $750 | 7 ½’’ x 10’’ (no bleed) |
| Inside Front Cover | $650 | 7 ½’’ x 10’’ (no bleed) |
| Inside Back Cover | $625 | 7 ½’’ x 10’’ (no bleed) |
| Half-page ad inside | $300 | 7 ½” x 5” |

***Renewal pending with H-L Media/Kentucky.com for the outside back cover.***