

# 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 4,800+ 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.)

**Projected Circulation:** 4,800+ each time sent

**Medium:** Ad must be in a .jpg or .gif format. Ad can be animated. FLASH files not accepted.

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

Description	Price	Ad Size
E-mail banner – banner at the <b>TOP</b> of Public Policy Updates and Action Alerts provides maximum visibility and can be seen first upon entering member’s inbox. The banner may also include a link to your company’s web site.	\$5,200 per year	Full Banner 600 x 100 pixels
Square Banner near middle of Public Policy Updates and Action Alerts – the banner may also include a link to your company’s web site.	\$1,800 per year	Square Banner 300 x 300 pixels
Half Banner near middle of Public Policy Update – and Action Alerts the banner may also include a link to your company’s web site.	\$1,000 per year or \$150 each	Half Banner 300 x 100 pixels