Small Business Promo Package

A bundled package for small businesses (up to 10 employees, companywide) wanting 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. Realize cost savings by purchasing in bundled format!

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

Cost: $1,495 Save up to $299!

The Small Business 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"

Event/Program Sponsorship (choose one)
($500 value)

- @330 Gold Sponsor (series event – see Event Sponsorship Page)
- Spotlight Gold Sponsor (series event – see Event Sponsorship Page)
- Salute to Small Business Small Business Sponsor (one event – see Event Sponsorship Page)

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

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:

- **+ $500 -** Additional event/program sponsorship (listed above)
- **+ $1,000 -** Three additional 1/6-page full color ads in *Business Focus*
- **+ $700 -** Eight additional Square Banner ads in E-News