

Super Promo Package

A bundled package for businesses wanting a variety of means to promote themselves through their Commerce Lexington membership. Includes an enhanced online listing, *Business Focus* advertising, event sponsorship and an electronic membership list. Realize cost savings by purchasing in a bundled format!

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

Cost: \$4,900



The Super Promo 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

1/3 Page Full Color Ad in *Business Focus* Magazine for One Quarter (four placements) (\$2,400 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
1/3 Page, Inside	(SQ) 4.813" x 5" (H) 7.5" x 3.313" (V) 2.5" x 10"

Silver Sponsorship – Commerce Lexington Annual Dinner (\$2,500 value)

Our biggest and most prestigious event, Commerce Lexington Inc. members, as well as community and regional leaders, gather for an evening of networking with colleagues, celebrating the prior year's accomplishments, and looking at upcoming priorities. It's been called "the Super Bowl of networking and celebrating the business community." The event also recognizes some of Commerce Lexington's most committed volunteers and young leaders and provides sponsors with excellent visibility in front of our largest business-oriented audience of the year.

Date: January 2019

Projected Attendance: 1,000

Contact: Angela Carlos, 859-226-1608, acarlos@commercelexington.com

Silver Sponsor

- Recognition as a Silver Sponsor in all event materials including:
 - Recognition in video produced for event
 - Live link to company website included in Commerce Lexington's online event listings
 - Listed as Silver Sponsor in the *Business Focus* monthly magazine and printed invitation
- Five tickets in a reserved location

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.

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:

- **+ \$1,000** - Upgrade Annual Dinner sponsorship to Gold
- **+ \$2,200** - Four additional 1/3-page full color ads in *Business Focus*
- **+ \$1,250** - Add Sponsorship of one of the following:
 - Spotlight (Gold)
 - Public Policy Luncheon (Silver)
 - Salute to Small Business Luncheon (Silver)
 - Net90 (Network)