

DINING IN THE BLUEGRASS

Reference guides of unique locally-owned and specialty restaurants, bistros, and cafes serving Central Kentucky and Metro Louisville markets.



(1) Louisville and Lexington issues

**Display Advertising:
Four Color**

Size	Market Rate	Combo Rate(1)
Full Page	\$5,750	\$10,800
1/2 Page	3,650	6,800
1/4 Page	2,350	4,300
Premium	6,750	12,900
Back Cover	7,000	13,400

RESEARCH KENTUCKY

Presenting in "an advertorial story" format, updates on research in progress, inventions, patents, economic development, commercialization and innovation achievements at Kentucky's universities and businesses



* Minimum order is two pages; even number of pages required.

Does not combine with any other LCG Publication for frequency.

**Advertorial Rates:
Four Color**

Size	Rate
2-4 Pages	\$3,900
5-8 Pgs	3,600
9+ Pages	3,300
Underwriter	6,750

HEALTH KENTUCKY

A report on medical research, innovation, commercialization, life sciences, facilities and health-care providers



LOUISVILLE AND WESTERN KY EDITION

**Advertorial Advertising:
Four Color**

Size	Rate
2-4 Pages	\$3,600
5-8 Pages	3,300
9+ Pages	3,100

All are full pages.
All are a per page rate.

PREP MAGAZINE

Prep is a quarterly business-to-business magazine edited for Kentucky's food, hospitality, attraction, and tourism executives.



**Display Advertising:
Four Color**

Size	1-Time Rate	4-Time Rate
Full Page	\$3,150	\$2,750
1/2 Page	2,100	1,950
1/3 Page	1,700	1,350
1/4 Page	1,300	1,050
Premium	3,500	3,150
Back Cover	3,850	3,500

BG Magazine-a way of life

BG is a semi-annual lifestyle magazine targeted to young professionals 21-49, adults, and postsecondary students graduating from colleges and universities in Lexington and Central Kentucky.



(1) Inside front cover, inside back cover, pages 1, 2, 3, & 5 guaranteed position

**Display Advertising:
Four Color**

Size	Rate
Full Page	\$3,350
1/2 Page	2,200
1/3 Page	1,750
1/4 Page	1,350
Premium(1)	3,600
Back Cover	3,900

**Display Advertising:
Four Color**

Size	Rate
Full Page	\$3,600
1/2 Page	2,400
1/4 Page	1,500
Premium	4,000
Underwriter	6,750

**Combination Rates—
East and West Editions**

Size	Rate
Full Page	\$6,850
1/2 Page(1)	4,550
1/4 Page	2,850

(1) Horizontal Only

MARKET REVIEW OF THE BLUEGRASS

2010 FEI World Games Special Edition

Annual desk reference focusing on economic development in Central Kentucky.

**Display Advertising:
Four Color**

Size	1-Time Rate	Combo Rate(1)
Full Page	\$5,250	\$4,850
1/2 Page(2)	3,350	2,950
Premium	5,450	5,350
Back Cover	6,000	5,600



(1) With three or more ads in The Lane Report
(2) Horizontal Only

MARKET REVIEW OF GREATER LOUISVILLE AND SOUTHERN INDIANA

Annual desk reference focusing on economic development in Kentuckiana.

**Display Advertising:
Four Color**

Size	1-Time Rate	Combo Rate(1)
Full Page	\$3,950	\$3,650
1/2 Page(2)	2,625	2,350
Premium	4,300	3,950
Back Cover	4,800	4,500



(1) With three or more ads in The Lane Report
(2) Horizontal Only

NEXT-Your Future After High School in Kentucky

Annual guide for high school students about career and postsecondary educational opportunities.

**Display Advertising:
Four Color**

Size	Rate
Full Page	\$8,250
1/2 Page*	5,250
1/4 Page	3,250
Premium	9,250
Back Cover	10,250
Underwriter	15,000



*(Horizontal Only)

INVEST SMART SELL HERE



MEDIA INFORMATION

RATE CARD #21
ALL RATES ARE NET

The Lane Report®

KENTUCKY'S BUSINESS NEWS SOURCE



DISPLAY ADVERTISING

Four Color SIZE	OPEN	4X	8X	12X
Full Page	\$3,850	3,450	3,350	3,250
2/3-Page	3,100	2,700	2,600	2,500
1/2-Page	2,600	2,300	2,250	2,200
1/3-Page	1,950	1,750	1,700	1,650
1/4-Page	1,500	1,350	1,300	1,250
Premium Pages	4,050	3,650	3,550	3,450
Back Cover	4,550	4,150	4,050	3,950

Combination rates for *The Lane Report*, *Prep Magazine* and special publications (printed and electronic) are available. There is no extra charge for bleeds. Guaranteed positions earn a 15% premium charge.

MATERIAL REQUIREMENTS

A high resolution, press optimized PDF file of 300 dpi or higher is preferred. Other acceptable formats include QuarkXPress, Adobe Photoshop, Illustrator, or InDesign. If sending native files, include all fonts and supports. All files may be sent via CD, DVD, e-mail, or FTP. All files should be in CMYK color format.

A high resolution color proof is **REQUIRED** of all advertisements. Absence of required proof holds the advertiser responsible for any default in the materials that were supplied to *The Lane Report*.

Any questions or information about material requirements can be accessed by contacting the Creative Director at production@lanereport.com. You can submit proofs to the attention of the Creative Director at the address located to the right.

GENERAL POLICIES

The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order, contract or order blank when they conflict with the terms and conditions of this rate card, or any amendment thereof.

CLOSING DEADLINES

Ad placement deadline is 30 days prior to month of issue. Material deadline is 20 days prior to month of issue. For special handling and deadline extensions please contact the publisher.

BLOW-INS, TIP-INS, STAPLE-INS

Rates and specifications available upon request. Subject to availability.

CANCELLATION

Cancellations must be received in writing prior to closing deadline and will not be accepted after the closing deadline.

COMMISSIONS

All rates quoted for Lane Communication's magazines are NET.

TERMS

Payment for advertising and related charges is due net terms, 10 days from invoice. A 1.5% per month finance charge will be applied to balances not paid within 30 days.

LIABILITY OF PAYMENT

In the event of non-payment, the publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies as due and payable to the publisher of *The Lane Report*.

CHANGE IN RATES

The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

CONTRACT YEAR

Advertising must be inserted within one year (12 months) from first insertion to earn frequency discount rates. Specific months must be listed for contract advertising insertions; other wise, each insertion will be billed at the one-time rate until frequency discount is earned.

Credit earned by increasing frequency will be applied to future advertising. Advertising ordered at frequency discount rates not earned within the year will be billed at the earned rate (short rate).

COPY AUTHORIZATION

All advertisements are accepted and published upon representation that the party placing the material is authorized to publish such material.

In consideration of acceptance, the advertiser and/or agency agrees to indemnify and hold the publisher harmless from and against any loss or expense on claims based upon the subject matter of such advertisements.

ADVERTISING MATERIAL RESPONSIBILITY

Submission of materials is the responsibility of the advertiser or agency. Materials from last insertion will be run if new copy is not received by closing date. If there is no previous insertion, the client is liable for the cost of the contracted space not used, and space will be allocated at the discretion of the publisher.

Rates are based on ad material being provided by the client and do not include art design or production of the advertisement. Advertisers providing any materials requiring work will be billed for the cost of production.

COPY ACCEPTANCE

Publisher reserves the right to reject any advertising. Advertising that resembles editorial will be marked "Advertisement" by the publisher.

Any reference to *The Lane Report* in advertisements, promotional material or merchandising by advertiser or agency is subject to prior written approval by the publisher.

ADVERTISING DIMENSIONS

Applies to all printed publications unless noted to the contrary.

Book trim size is 8 1/8" x 10 7/8". Please keep all live materials 1/4" inside the trim on all sides, and add 1/8 inch on all sides for bleeds.

	WIDTH	HEIGHT
Full Page		
*Bleed	8.375"	11.125"
Non-Bleed	7"	10"
2/3-Page		
*Bleed	5.375"	11.125"
Non-Bleed	4.5625"	10"
1/2-Page Vertical		
*Bleed	5.375"	8.125"
Non-Bleed	4.5625"	7.4375"
1/2-Page Horizontal		
*Bleed	8.375"	5.5"
Non-Bleed	7"	4.875"
1/3-Page Vertical		
*Bleed	3"	11.125"
Non-Bleed	2.25"	10"
1/3-Page Horizontal		
*Bleed	8.375"	3.875"
Non-Bleed	7"	3.25"
1/3-Page Square		
*Bleed	5.375"	5.5"
Non-Bleed	4.5625"	4.875"
1/4-Page Vertical		
*Bleed	4.1875"	5.5"
Non-Bleed	3.4375"	4.875"
1/4-Page Horizontal		
*Bleed	8.375"	2.75"
Non-Bleed	7"	2.1875"

*Sizes include 1/8" extra for all sides that bleed



Kentucky Business Online is a portal Website providing archived and current copies of *The Lane Report*, *Prep Magazine*, special reports, white papers and community profiles.

Kybiz also provides links to important business related Web sites serving Kentucky. Kybiz helps site visitors to obtain information on government, professional and business services, utilities, education, economic development, demographics, real estate, mapping, tourism, local communities and businesses located in Kentucky. Underwriter sponsorships and banner advertising are available.

Contact *The Lane Report* for a proposal tailored to your organization's marketing needs.

Display Advertising:

Size	3 months	Annual
Leaderboard	\$650	\$1,950
Skyscraper	\$600	\$1,800
Tile	\$350	\$1,200

kybiz.com is linked to other Websites published by *The Lane Report*—

Next Magazine tlrnext.com
The Lane Report lanereport.com
 Prep Magazine prepky.com

Community Profiles and Special Advertising Reports

Lane Communications Group can publish a special report for your business or community



TRAVEL AND TOURISM IN KENTUCKY



GREATER LOUISVILLE & SOUTHERN INDIANA