

lanereport.com

lanereport.com is a portal website providing archived and current copies of *The Lane Report*, *Prep Magazine*, special reports, white papers and community profiles.

FLASH AND HTML OF BACK ISSUES ARE AVAILABLE

lanereport.com also provides links to important business related websites serving Kentucky. lanereport.com 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.

Display Advertising:

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

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

KY Biz Online kybiz.com
 Next Magazine tlrnext.com
 Prep Magazine prepky.com

HEALTH KENTUCKY

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

Advertorial Advertising:
 Four Color

Size	Rate
2-4 Pages	\$3,650
5-8 Pages	3,350
9+ Pages	3,150
Underwriter	6,750



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

Does not combine with any other LCG Publication for frequency.

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.

Advertorial Advertising:
 Four Color

Size	Rate
2-4 Pages	\$3,650
5-8 Pages	3,350
9+ Pages	3,150
Underwriter	6,750



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

Does not combine with any other LCG Publication for frequency.

BG - a way of life

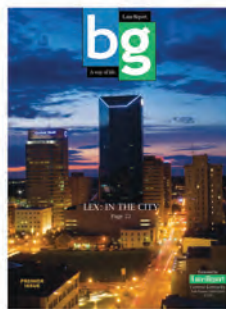
BG is an engaging lifestyle magazine targeted to young professionals 21-49, creatives, expatriates, and postsecondary students graduating from colleges and universities in Lexington and Louisville.

Display Advertising:
 Four Color

Size	1-Time Rate	3-Time Rate
Full Page	\$3,350	\$2,950
1/2 Page	2,200	1,950
1/3 Page	1,750	1,650
1/4 Page	1,350	1,175
Premium(1)	3,600	3,300
Back Cover	3,900	3,500



GREATER LOUISVILLE EDITION



GREATER LEXINGTON EDITION

Combo Rate:
 Lexington and Louisville Editions

Size	1-Time Rate	3-Time Rate
Full Page	\$6,350	\$5,450
1/2 Page	3,950	3,600
1/3 Page	3,150	2,850
1/4 Page	2,350	2,150
Premium(1)	6,500	5,950
Back Cover	7,000	6,300

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

COMMUNITY PROFILES AND SPECIAL REPORTS

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



TRAVEL AND TOURISM IN KENTUCKY



GREATER LOUISVILLE & SOUTHERN INDIANA

MARKET REVIEW OF THE BLUEGRASS

Annual desk reference focusing on economic development in Central Kentucky.

Display Advertising:
 Four Color

Size	1-Time Rate	Combo Rate(1)
Full Page	\$3,950	\$3,650
1/2 Page(2)	2,650	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

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)	2,650	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	1-Time Rate	Combo Rate(1)
Full Page	\$8,650	\$8,250
1/2 Page(2)	5,650	5,250
1/4 Page	3,450	3,250
Premium	9,650	9,250
Back Cover	10,750	10,250
Underwriter	15,000	—



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

INVEST SMART SELL HERE



MEDIA INFORMATION

RATE CARD #22A
ALL RATES ARE NET
 EFFECTIVE JANUARY 1, 2011

The Lane Report

KENTUCKY'S BUSINESS NEWS SOURCE



DISPLAY ADVERTISING

Four Color

Size	Open	4X	8X	12X
Full Page	\$3,950	3,550	3,450	3,350
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	4,150	3,750	3,650	3,550
Back Cover	4,550	4,150	4,050	3,950

Combination rates for *The Lane Report*, *BG 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 15 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 are available upon request.

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; otherwise, 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 1/8" inside the trim on all sides.

BLEED ADS REQUIRE AN ADDITIONAL 1/8" ON ALL SIDES.

	WIDTH	HEIGHT
Full Page		
Trim	8.125"	10.875"
Non-Bleed	7"	10"
2/3-Page		
Trim	5.125"	10.875"
Non-Bleed	4.5625"	10"
1/2-Page Vertical		
Trim	5.125"	7.875"
Non-Bleed	4.5625"	7.4375"
1/2-Page Horizontal		
Trim	8.125"	5.25"
Non-Bleed	7"	4.875"
1/3-Page Vertical		
Trim	2.75"	10.875"
Non-Bleed	2.25"	10"
1/3-Page Horizontal		
Trim	8.125"	3.625"
Non-Bleed	7"	3.25"
1/3-Page Square		
Non-Bleed	4.5625"	4.875"
1/4-Page Vertical		
Non-Bleed	3.4375"	4.875"
1/4-Page Horizontal		
Trim	8.125"	2.5"
Non-Bleed	7"	2.1875"



The editors of *The Lane Report* publish "Faster Lane," an email bulletin of fast breaking and important business and economic news from across Kentucky. Email bulletin ads are clickable and flash is available at no additional cost.

"Faster Lane" also provides a hot-linked selection of recent Kentucky business and economic news that our editors have posted at lanereport.com and kybiz.com. Each email is directed to business, professional, government and economic development leaders in Kentucky.

lanereport.com and kybiz.com (a merged url) also serves as a portal for visitors seeking information about Kentucky.

Faster Lane Ad Specifications

Leaderboard - 728 pixels wide x 90 pixels tall
Skyscraper - 160 pixels wide x 600 pixels tall
Large Tile - 300 pixels wide x 250 pixels tall

Note: The actual ad size will vary based on the screen size of the recipient's digital device.