

	Ad Size	Rate*
LANEREPORT.COM	Top Right Leaderboard (Static)	\$
LANEREPORT.COM	Run of site (Leaderboard, Skyscraper, Rectangle)	\$
LANEREPORT.COM	Slider	\$
LANEREPORT.COM	Pencil	\$
Faster Lane eblast	Leaderboard, Skyscraper, Rectangle	\$
Faster Lane eblast	Partner eblast	\$
Faster Lane eblast	Featured Story	\$
Social Media Campaign	Per post per platform	\$

*Frequency discounts apply. Ask your Marketing Strategist for more information. Video and podcast rates are available upon request.

DIGITAL MEDIA AD SIZES

LEADERBOARD

728 x 90 pixels

PENCIL

966 x 90 pixels

SLIDER

966 x 400 pixels

RECTANGLE

300 x 250 pixels

SKYSCRAPER

160 x 600 pixels



LANEREPORT.COM

Lanereport.com provides both cutting-edge and in-depth coverage of Kentucky business and economic news in an easy-to-navigate form. The website is visited by over 350,000 unique IPs monthly. Visitors invest time at our site because they trust us to provide news and information they value. Our editors post news, data, commentary and analysis on professional and business services, government, economic projects, education and workforce development, demographics, tourism, hospitality and more on a daily basis. Lanereport.com provides current and archived copies of *The Lane Report*, our special reports and community profiles, creating excellent opportunities for advertisers who want to reach online readership.

FASTER LANE EBLAST (DAILY EDITION)

Monday through Friday, the editors of *The Lane Report* publish these free email blasts with breaking Kentucky business news. Faster Lane hyperlinks to stories on lanereport.com, attracting more readers to the site and to our print publications. Ask for analytics about one of the highest open rates (42%) in the industry.

PARTNER EBLAST

An e-blast consisting of only your company's handcrafted message that goes to our digital distribution list of Kentucky decision-makers.

SOCIAL MEDIA

Connect with *The Lane Report's* internet community. Submit your company's news release and let us enhance your social media reach on either Facebook, Instagram, X, LinkedIn, TikTok or all five.

FASTER LANE EBLAST

