



Package Opportunities

bronze
packages

Components	Investment
Print – 1/4 Page [<i>You pick: City Publication</i>]	\$1,167
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
Est. TOTAL	\$7,572

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Components	Investment
Print – 1/4 Page [<i>Chicago Magazine</i>]	\$2,640
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$9,045
KDT Buy-Down	\$1,720
Qualified Advertiser Investment	\$7,325

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Components	Investment
Print – 1/4 Page [<i>Hour Detroit</i>]	\$1,763
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$8,168
KDT Buy-Down	\$1,281.50
Qualified Advertiser Investment	\$6,886.50

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Components	Investment
Print – 1/4 Page [<i>Atlanta Magazine</i>]	\$1,331
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,736
KDT Buy-Down	\$1,065.50
Qualified Advertiser Investment	\$6,670.50

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Components	Investment
Print – 1/4 Page [<i>St. Louis Magazine</i>]	\$1,247
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,652
KDT Buy-Down	\$1,023.50
Qualified Advertiser Investment	\$6,628.50

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Components	Investment
Print – 1/4 Page [<i>Indianapolis Monthly</i>]	\$1,072
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,477
KDT Buy-Down	\$936
Qualified Advertiser Investment	\$6,541

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Components	Investment
Print – 1/4 Page [<i>Cleveland Magazine</i>]	\$1,058
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,463
KDT Buy-Down	\$929
Qualified Advertiser Investment	\$6,534

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Components	Investment
Print – 1/4 Page [<i>Cincinnati Magazine</i>]	\$972
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,377
KDT Buy-Down	\$886
Qualified Advertiser Investment	\$6,491

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Components	Investment
Print – 1/4 Page [<i>Blue Ridge Outdoors</i>]	\$930
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$,7335
KDT Buy-Down	\$865
Qualified Advertiser Investment	\$6,470

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Components	Investment
Print – 1/4 Page [<i>Nashville Lifestyles</i>]	\$790
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,195
KDT Buy-Down	\$795
Qualified Advertiser Investment	\$6,400

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Components	Investment
Print – 1/4 Page [Knoxville Cityview]	\$625
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$7,030
KDT Buy-Down	\$712.50
Qualified Advertiser Investment	\$6,317.50

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Components	Investment
Print – 1/4 Page [<i>Columbus Monthly</i>]	\$403
Print – 1/4 Page <i>Kentucky Monthly</i>	\$800
OVG – 1/4 Page	\$3,855
eNews (Row 3)	\$750
Programmatic Display (one-month)	\$1,000
TOTAL	\$6,808
KDT Buy-Down	\$601.50
Qualified Advertiser Investment	\$6,206.50

PLANNED PRINT INSERTIONS*

Partner	Fall Deadlines	FY22 Kentucky Department of Tourism Media Plan											
		August	September	October	November	December	January	February	March	April	May	June	
Kentucky Monthly	1-Sep												
AAA Living - Tennessee													
AAA World													
Country Living	22-Jul												
Good Housekeeping													
Longweekends	13-Jul												
Ohio Magazine													
Woman's Day	27-Jul												
Martha Stewart													
Garden & Gun													
Southern Living													
Atlanta Magazine													
Chicago Magazine	15-Jul												
Cleveland Magazine													
Cincinnati Magazine			Regional (BHBB & CLC)							Regional (BBB & CLC)			
Columbus Monthly			Regional (NKY & BHBB)										
Hour Detroit Magazine													
Indianapolis Monthly	16-Aug		Regional (NKY & CLC)							Regional (BBB & CLC)			
Knoxville Cityviews													
Nashville Lifestyles	20-Aug		Regional (CLC)							Regional (BBB & CLC)			
St. Louis Magazine													
Blue Ridge Outdoors Magazine	2-Aug												

*May be adjusted based on final KDT print buy and partner interest / participation

print
a la carte

City & Regional Publications*

Publication	Full-Page	1/2 Page	1/4 Page
Columbus Monthly	\$1,610	\$805.00	\$402.50
Knoxville Cityview	\$2,500	\$1,250.00	\$625.00
Nashville Lifestyles Magazine	\$3,159	\$1,579.50	\$789.75
Kentucky Monthly	\$3,200	\$1,600.00	\$800.00
Blue Ridge Outdoors Magazine	\$3,720	\$1,860.00	\$930.00
Cincinnati Magazine	\$3,888	\$1,944.00	\$972.00
Cleveland Magazine	\$4,232	\$2,116.00	\$1,058.00
Indianapolis Monthly	\$4,288	\$2,144.00	\$1,072.00
St. Louis Magazine	\$4,987	\$2,493.50	\$1,246.75
Atlanta Magazine	\$5,325	\$2,662.50	\$1,331.25
Hour Detroit Magazine	\$7,053	\$3,526.50	\$1,763.25
Chicago Magazine	\$10,560	\$5,280.00	\$2,640.00

**Options for Bronze Packages*