



# Package Opportunities

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silver  
**packages**

Components	Investment
Print – 1/2 Page [ <i>You pick: Regional Publication</i> ]	\$3,400
Print – 1/4 Page <i>Longweekends</i>	\$1,613
OVG – 1/2 Page	\$7,705
eNews (Row 2)	\$1,000
Programmatic Display (one-month)	\$2,500
<b>Est. TOTAL</b>	<b>\$16,218</b>

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Components	Investment
Print – 1/2 Page [AAA World]	\$4,381
Print – 1/4 Page <i>Longweekends</i>	\$1,613
OVG – 1/2 Page	\$7,705
eNews (Row 2)	\$1,000
Programmatic Display (one-month)	\$2,500
<b>TOTAL</b>	<b>\$17,199</b>
KDT Buy-Down	\$2,997
<b>Qualified Advertiser Investment</b>	<b>\$14,202</b>

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Components	Investment
Print – 1/2 Page [AAA Living - Tennessee]	\$3,760
Print – 1/4 Page Longweekends	\$1,613
OVG – 1/2 Page	\$7,705
eNews (Row 2)	\$1,000
Programmatic Display (one-month)	\$2,500
<b>TOTAL</b>	<b>\$16,578</b>
KDT Buy-Down	\$2,686.50
<b>Qualified Advertiser Investment</b>	<b>\$13,891.50</b>

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Components	Investment
Print – 1/2 Page [ <i>Ohio Magazine</i> ]	\$2,049
Print – 1/4 Page <i>Longweekends</i>	\$1,613
OVG – 1/2 Page	\$7,705
eNews (Row 2)	\$1,000
Programmatic Display (one-month)	\$2,500
<b>TOTAL</b>	<b>\$14,867</b>
KDT Buy-Down	\$1,831
<b>Qualified Advertiser Investment</b>	<b>\$13,036</b>

# 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**

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## Regional Publications\*

Publication	Full-Page	1/2 Page	1/4 Page
Ohio Magazine	\$4,098	\$2,049.00	\$1,024.50
Longweekends	\$6,451	\$3,225.50	\$1,612.75
AAA Living - Tennessee	\$7,520	\$3,760.00	\$1,880.00
AAA World	\$8,762	\$4,381.00	\$2,190.50

*\*Options for Silver Packages*