

2012 rate card

Who are we?

Founded in 1908 and independent since 1971, the Kentucky Kernel is the daily, student-run newspaper for the University of Kentucky. The Kernel offers the most extensive news coverage of the UK campus and surrounding metropolitan area.

The Kernel is published Monday through Friday, as the University of Kentucky's academic calendar allows.

The Kentucky Kernel is a nonprofit organization.

Awards

In 2006 and 2008, the Kentucky Kernel was awarded the Pacemaker, often referred to as the Pulitzer Prize of college journalism. In five of the last 10 years, the Kernel has been a finalist for the award.

In 2011, the Kernel's design staff took home eight awards from the Kentucky Intercollegiate Press Association Conference, including two first-place awards for artwork and advertising.

Contact us

Let us be of assistance

Display Ads

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Classified Ads

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Thank You

We appreciate
your business!

The Kernel is proud to work with such success as part of a fun, efficient team. Be a part of our team, and advertise with us! You won't regret it.

Kentucky Kernel Display

Open Rates

All rates are per column inch.
Columns x Height x Rate = Price

- Open Rate - \$12.00
- Non-profit Rate - \$10.40
- *National Rate - \$15.00
- University Rate - \$9.50
- *Classified Display - \$14.21

Frequency Discounts

Run equivalent ad 4 times during a 4-week period:
Open Rate - \$10.56
Non-profit Rate - \$9.15
University Rate - \$8.36

Run equivalent ad 6 times during a 4-week period:
Open Rate - \$10.08
Non-profit Rate - \$8.73
University Rate - \$7.98

*Frequency discount and contact rates do not apply to the national and classified display rates.

Ads with Color

Color is available any day of publication for any size at the following prices:

\$4 per column inch
\$60 minimum
\$225 maximum

Space Deadlines

Monday Paper - Thursday, 3 p.m.
Tuesday Paper - Friday, 3 p.m.
Wednesday Paper - Monday, 3 p.m.
Thursday Paper - Tuesday, 3 p.m.
Friday Paper - Wednesday, 3 p.m.

Ad Content

A digital form of your ad is due at 12 p.m. the day before the ad is scheduled to run.

Acceptable files include:

- PDF - .pdf
- TIFF - .tif
- JPEG - .jpg
- Photoshop - .psd

All ads must be in a minimum resolution of 300 dpi.

The Kentucky Kernel has a full creative department that can create and execute advertisements for your company.

Ad Sizing

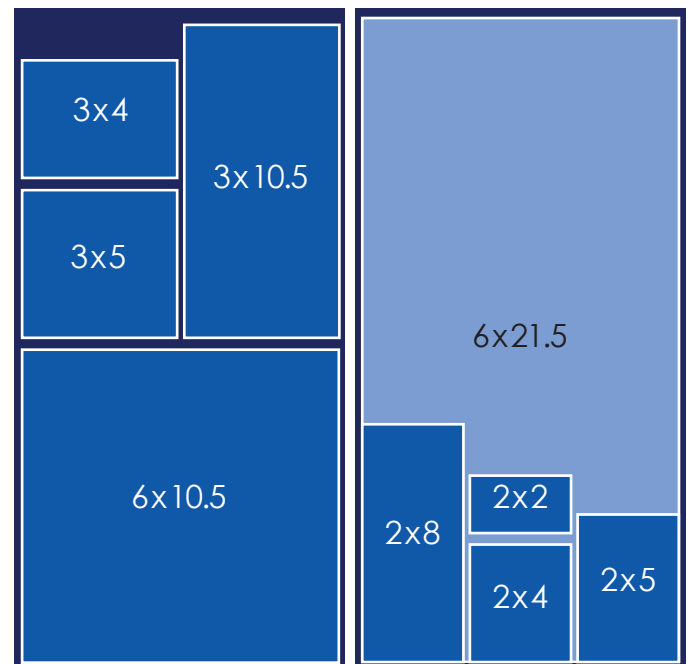
Column Dimensions

- 1 Column - 1.662"
- 2 Columns - 3.455"
- 3 Columns - 5.247"
- 4 Columns - 7.04"
- 5 Columns - 8.832"
- 6 Columns - 10.625"

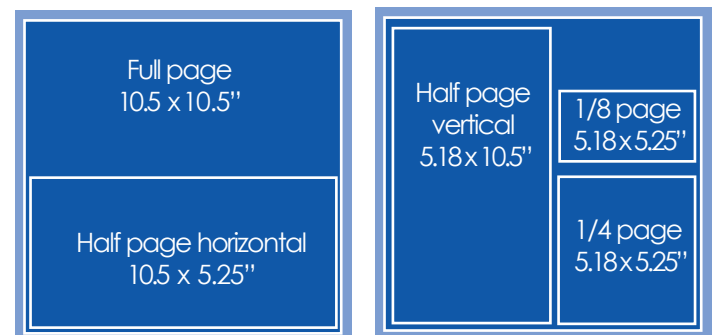
Common Ad Sizes

Sizing conventions include the column number followed by the height in inches. For example, an ad that is 3 columns wide and 5 inches high would be referred to as a 3x5 ad. However, the actual dimensions would measure 5.247 by 5 inches.

Broadsheet (M-Th)



Tabloid (Friday, KEG's)



Weekend Timeout



Kernel Friday publication - modular

Timeout is a weekly sports and entertainment tabloid section.

Black and White Ad rates:

Full Page - 10.5x10.5 inches - \$750

Horizontal Half Page - 10.5x5.25 inches - \$465

Vertical Half Page - 5.18x10.5 inches - \$465

Quarter Page - 5.18x5.25 inches - \$215

Eighth Page - 5.18x2.625 inches - \$125

*Color pricing equal to regular Kernel. Prices do not include color.

Premium Spots/Full color

Back Cover - \$1,500 - Free full color

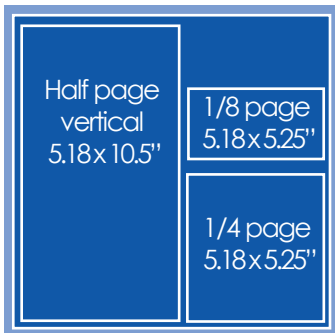
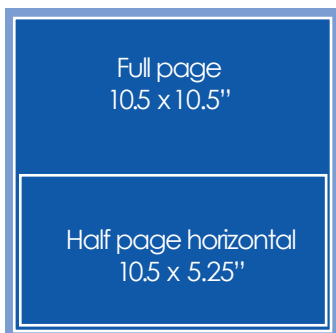
To add color to any ad: \$4 per column inch

Frequency Discounts

2 times - 5% off

4 times - 10% off

6 times - 15% off



Kernel Special Sections

KEG



Kernel Entertainment Guide - modular

KEG is an occasional P.R. entertainment section inserted in every Kernel on Wednesday of print week.

Full Page - 10.5x10.5 inches - \$750

Horizontal Half Page - 10.5x5.25 inches - \$375

Vertical Half Page - 5.18x10.5 inches - \$375

Quarter Page - 5.18x5.25 inches - \$175

Eighth Page - 5.18x2.625 inches - \$100

*Color pricing equal to regular Kernel. Prices do not include color.

Premium Spots

Inside Cover - \$1,000

Back Cover - \$1,250 - Free full color

To add color to any ad: \$4 per column inch

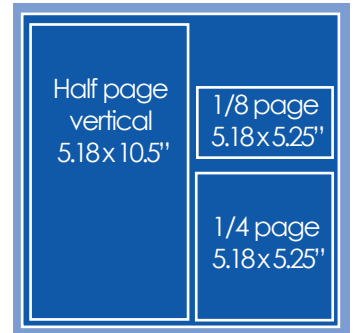
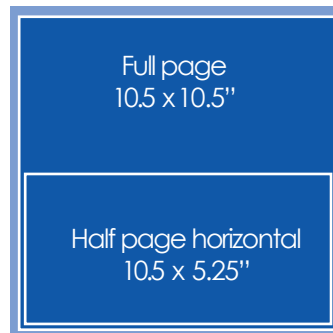
Frequency Discounts

2 times - 5% off

4 times - 10% off

6 times - 15% off

Special pickup rate: Advertise 2 days before a KEG section prints or 2 days after publication prints, receive 25% the 2 ads. Run 4 days before KEG prints or 4 days after publication, receive 40% off those ads.



More than a paper...



Kernel Entertainment Guide

K.E.G. is an entertainment and lifestyle section inserted in the Kernel every other Wednesday.

Front Page Banner

A 6 column by 2 inch banner advertisement on the front page of the Kernel.

Crossword

An exclusive sponsorship for crossword puzzles on the second page of the Kernel.

Online Ads

Leaderboard banner or box ads that appear on the Kentucky Kernel's website.

Mobile & iPad Apps

Exclusive banners for one or both of the Kernel's mobile and iPad apps: Kernel Mobile and Blue Nation.

Yearbook

Advertisements in the Kentuckian, UK's yearbook, distributed to graduating seniors.

Email Advertising

A box ad bundled with email editions of the Kentucky Kernel.

Ad Racks

Rack advertisements for Kernel paper racks around campus.

Sticky Notes

A 3 inch by 3 inch peel-away advertisement on the front page.

Special Packages

Pick 4 - 15% off

- | | |
|--|--|
| <input type="checkbox"/> 8 Special Sections | <input type="checkbox"/> Yearbook |
| <input type="checkbox"/> 8 Daily Kernels (ROP) | <input type="checkbox"/> Ad Racks |
| <input type="checkbox"/> 3 Front Pages | <input type="checkbox"/> Email Advertising box |
| <input type="checkbox"/> 3 Crosswords | <input type="checkbox"/> Weekly Events |
| <input type="checkbox"/> Online | <input type="checkbox"/> Sticky Notes |
| <input type="checkbox"/> Mobile App | <input type="checkbox"/> Inserts |

Pick 3 - 10% off

- | | |
|--|--|
| <input type="checkbox"/> 6 Special Sections | <input type="checkbox"/> Yearbook |
| <input type="checkbox"/> 6 Daily Kernels (ROP) | <input type="checkbox"/> Ad Racks |
| <input type="checkbox"/> 2 Front Pages | <input type="checkbox"/> Email Advertising box |
| <input type="checkbox"/> 2 Crosswords | <input type="checkbox"/> Weekly Events |
| <input type="checkbox"/> Online | <input type="checkbox"/> Sticky Notes |
| <input type="checkbox"/> Mobile App | <input type="checkbox"/> Inserts |

Pick 2 - 5% off

- | | |
|--|--|
| <input type="checkbox"/> 4 Special Sections | <input type="checkbox"/> Yearbook |
| <input type="checkbox"/> 4 Daily Kernels (ROP) | <input type="checkbox"/> Ad Racks |
| <input type="checkbox"/> 1 Front Pages | <input type="checkbox"/> Email Advertising box |
| <input type="checkbox"/> 1 Crosswords | <input type="checkbox"/> Weekly Events |
| <input type="checkbox"/> Online | <input type="checkbox"/> Sticky Notes |
| <input type="checkbox"/> Mobile App | <input type="checkbox"/> Inserts |

Kentuckian Yearbook

Reserve your spot in the University of Kentucky's official yearbook, now in its 116th year of production. Each ad is full color at no extra charge.

Reservation deadlines by March 15, 2012.

Please call 859.257.2872 for more information or to reserve your space!

Full page/Full color: (8.5 x 11 inches) - \$1000

1/2 page horizontal: (8.5 x 5.5 inches) - \$500

1/2 page vertical: (4.25 x 8.5 inches) - \$500

Sponsorship positions

* Horoscope, The Dish & Sudoku - Sponsorships

3x .75 inches: \$14.00 per day
*(yearly contract only)

Crossword - Sponsorship

3x10.5 inches: \$150 per day.

Front Page - full color

6x3 inches: \$650 per day

Sticky Notes - Peel off & keep

\$75.00 per thousand

Minimum 15,000 quantity

Ad Rack - Distribution Rack Ad

Starting at \$75 per month

Prices vary by location, maximum \$500

Inserts

Single Page - \$75 per thousand

2 + Pages - **Call for rates: 859.257.2872**

Maximum Insert Size:

11.5x11.4 inches

Minimum Insert Size:

5.5x7 inches

Insert reservation must occur 10 days prior to distribution date. Receipt of inserts must occur 5 days before distribution. The Kernel has the capability to print your inserts. Contact us for a quote.

Send to:
Lexington Herald-Leader
"Supplement of the Kentucky Kernel"
2375 Fortune Drive
Lexington, KY 40509

Kentucky Kernel Classifieds

Print classified rates

5 consecutive days

1- 25 words	\$35.00
26-39 words	.25 per word per day
40+ words	.10 per word per day

10 consecutive days

1- 25 words	\$60.00
26-39 words	.25 per word per day
40+ words	.10 per word per day

15 consecutive days

1- 25 words	\$85.00
26-39 words	.25 per word per day
40+ words	.10 per word per day

20 consecutive days

1- 25 words	\$100.00
26-39 words	.25 per word per day
40+ words	.10 per word per day

Call for per semester discounts: 859.257.2871

Upgrades

At no additional charge, your classifieds are also available online at kykernel.com. However, there are additional upgrades to enhance your ad, both in print and online.

Print

#1 Spot	\$10.00 per listing
Bold text	\$5.00 per listing
Underlined text	\$5.00 per listing
All caps	\$5.00 per listing
Italicized text	\$5.00 per listing

Classified Display

Your display ad can be placed under one of our various classified headings (For Rent, For Sale, Help Wanted, etc.)

Classified Display Rate:

*\$14.21 per column inch per listing

Ads sizes:

1 column by 1 inch (1x1) to 1 column by 5 inches (1x5)

*Frequency discount and contract rates do not apply.

myukapartment.com classifieds

The Kentucky Kernel's student housing website.

myukapartment.com classified rates*

Listing	\$10.00/week	\$35.00/month
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*Call for per semester discounts: 859.257.2871

Upgrades

Photo	\$5.00 per listing
Map	\$5.00 per listing
Colored Text	\$2.00 per listing
Underlined text	\$2.00 per listing
All caps	\$2.00 per listing
Italicized text	\$2.00 per listing

• Ads must be pre-paid unless credit has been established. Cash, check, Visa, Discover, MasterCard and American Express are accepted.

• Classified ad deadline is 4 p.m. the business day before publication.

Digital Advertising

kykernel.com

There are two ways to purchase ads on kykernel.com

1. Purchase by time

Receive approx. 150,000 page views per month.

	Size of ad	1 Month
Leaderboard	728 x 90 pixels	\$800
Banner	468 x 60 pixels	\$600
Box	300 x 250 pixels	\$400

Call for per semester or yearly rates: 859.257.2872

2. Purchase by impressions

*Minimum 50,000 impressions (about one week)

Local	\$6.00/1000 impressions (CPM)
National	\$9.00/1000 impressions (CPM)

Call for per semester or yearly rates: 859.257.2872

Mobile and iPad apps

The Kernel has two apps.

Kernel Mobile features all our great news, features, sports and entertainment from kykernel.com

Blue Nation Blog features our popular up to the minute sports reporting from the Kernel's sports staff.

Both **mobile apps** are available for the iPhone, Android and iPads. Buying into one app allows you the three platforms for that app.

*Banner \$300/month per app

Deals & Coupons with geo location As low as \$3.00/day

*Total app sponsorship and bundles available. Call 859.257.2872

myukapartment.com

myukapartment.com is the only apartment site that solely focuses on University of Kentucky students, faculty and staff. If you're targeting the UK community, there is no better place to advertise.

Premiere listing	\$2500/year
Feature listing	\$1800/year
Basic listing	\$1500/year

To view our classified rates for myukapartment.com, please see Classified rates on left.

Email blast:

Sent to 8,000 people daily, advertising space is available on this email digest featuring the latest news from the Kentucky Kernel.

Box ad \$250/month

To see the display advertising rates for myukapartment.com, see right

Publication Calendar

JANUARY 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2012

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

APRIL 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Special Publications

KEG

Spring Break 1.18.12	Night Life 2.29.12
Health & Fitness 1.25.12	Spring Fashion 3.21.12
Valentine's Day 2.1.12	KY Traditions 4.11.12
Housing 2.20.12	

Specials/Sports

Welcome Back 1.11.12	Senior Send-Off 4.4.12
Super Bowl Page 2.3.12	Best of UK 4.18.12
Post Season Preview 3.7.12	Summer Kickback 4.30.12

Contract Rates

Dollar Amount Contracted	Per Column Inch Rate
\$1,000	\$11.79
\$2,000	\$11.55
\$3,000	\$11.32
\$4,000	\$11.09
\$5,000	\$10.87
\$6,000	\$10.65
\$7,000	\$10.44
\$8,000	\$10.23
\$9,000	\$10.03
\$10,000	\$9.83
\$11,000	\$9.63
\$12,000	\$9.44
\$13,000	\$9.25
\$14,000	\$9.06
\$15,000	\$8.88
\$20,000	\$7.99
\$25,000	\$7.19
\$30,000	\$6.47
\$35,000	\$5.82
\$40,000	\$5.24
\$45,000	\$4.72
\$50,000	\$4.25