



# Political Advertising Success ~ 2014

Kim Woods, Vice President of Advertising



# Strategies to Capitalize on Key Local, Statewide, & National Political Races

- ✓ Political Multi-Media Rep and Digital Rep obtained list of all candidates from County Clerks' Offices.
- ✓ Sent a **Direct Mail Piece** and **Email Blasts** to all candidates describing our services & asking for a meeting.
- ✓ Followed up with **phone calls** to set up needs analyses.
- ✓ Tailored Multi-Media Solution Campaigns based on candidates' needs and goals.
- ✓ Pitched our multi-media solutions and closed **\$235,987 in revenue!**

# Our Direct Mail piece sent to all political candidates

**REACH ALL VOTERS WHO ARE SEEKING TO BE INFORMED.**



The Lexington Herald-Leader and Kentucky.com Reach

## Adults Who Will **VOTE**

We offer these winning solutions for you!

- ★ Print and Digital Campaigns
- ★ Front Page Notes
- ★ Videos
- ★ Direct Mail / Micro-targeted Email Blasts
- ★ Election Guides

*Don't miss this opportunity to effectively target your constituents. News, choices that include print, online and direct mail designed to meet the i*



Reach more voters online with The Lexington Herald-Leader and Kentucky.com than any other medium in Central Kentucky!



For Print Political  
Advertising Rates, Contact:  
**Amy Lassman 859-231-1481**



For Digital Political  
Advertising Rates, Contact:  
**Kate Powers 859-231-1315**

### Win Kentucky!

The Lexington Herald-Leader welcomes all political and political advocacy-type advertising. We deliver the largest combined print and digital audience within Kentucky and our print and digital advertising solutions are one of the most effective ways to reach registered voters. However, as responsible citizens of the communities that we serve, we must make sure our readers/viewers are protected from any questionable practices using the following fair political print and digital advertising guidelines, while ensuring that all local, state and federal law requirements are being met.

Newspaper  
**READERS**  
are registered  
**VOTERS.**



In the Central Kentucky DMA read The Lexington Herald-Leader's products.

PSRT STD  
US POSTAGE  
**PAID**  
LEXINGTON KY  
PERMIT #605

Address & Barcode Area  
must be 4" x 3" without bleed,

Do not change box, area must be white.

**HL**media  
LEXINGTON  
**HERALD-LEADER**  
kentucky.com



# Examples of Solutions Used by Candidates including Voters' Guide & Regular Newspaper

## ROP Advertising

Total Revenue Generated: \$117,199

**BIG BLUE SUNDAY: UK OFFENSE SPUTTERS IN LOSS TO MISSOURI** - Section D

**COLLEGE BASKETBALL SEASON PREVIEW**

LEXINGTON **HERALD-LEADER** KENTUCKY

**VOTE**

**ALISON LUNDERGAN GRIMES**

**MUST READS**

**GRIMES**

**ELECT GRIMES TO SENATE FOR A BETTER FUTURE**

ENDORSED BY

**HERALD-LEADER**

OCTOBER 26, 2014

**Election Day**

Tuesday, November 4th

Polls in Kentucky will be open from 6AM-6PM

www.KENTUCKYVOTES2014.com

**Alison Lundergan Grimes**

**KentuckyOne Health**

**THE ISSUES: URBAN COUNTY COUNCIL AT LARGE**

CANDIDATES WERE ASKED TO ANSWER EACH QUESTION IN 60 SECONDS OR FEWER

**Chris Long**

**Michael Hickey**

**Robb Stewart**

**TO OUR READERS**

**improvements**

**RE-ELECT on November 4 GARY GINN**

**Proven • Experienced • Dedicated • Compassionate**

**RE-ELECT on November 4 GARY GINN**

**Proven • Experienced • Dedicated • Compassionate**

**Jon LARSON**

**A Veteran With A Better Vision**

**JAIL REFORM: MISDEMEANORS AND THE "CRIME SCHOOL" EFFECT**

**Vote November 4th**

**JON LARSON, Council-At-Large**

**JonLarsonForLex.com • 859-255-1001**

**VOTERS' GUIDE**

**WHERE THE CANDIDATES STAND ON THE ISSUES**

**Page R2: U.S. Senate candidates Grimes, McConnell, Patterson**

**Page R6: Lexington Mayor candidates Geoff Gray**

**Section, 86th Urban County Council at Large**

**Page R8: U.S. House 6th District candidates Bart, Jensen**

**On Newsday.com**

**Vote November 4th**

**JON LARSON, Council-At-Large**

**JonLarsonForLex.com • 859-255-1001**

# Examples of Solutions Used by Candidates

## Print & Deliver and Front Page Notes

Total Revenue Generated: **\$13,947**

**"DEMAND  
EXCELLENCE"**

Kevin O.  
**Stinnett**

**Council At-Large**

Paid for by Stinnett for Council

N1253

**Re-Elect** ★

**SHERIFF KATHY WITT**

**Respected Nationally.  
Effective Locally.**

[www.sheriffkathywitt.com](http://www.sheriffkathywitt.com)

Paid for by the Sheriff Kathy Witt Campaign  
Matthew J. Amato III, Treasurer

N1281

**"I'm not afraid to  
raise a tax  
here and there."\***

J. "Jake" Gibbs  
3rd District Council Candidate  
\*League of Women Voters of Lexington Candidate Forum, April 6, 2014

**"I think  
we are taxed enough  
and must live  
within our means."\***

Chuck Ellinger II  
3rd District Council Candidate

**Ellinger**  
3rd District Council  
Experience You Can Trust

Vote Chuck Ellinger II  
on November 4th for  
3rd District Council.

To volunteer, or to request a yard sign, call (859) 321-1351 or visit [ellingerforcouncil.com](http://ellingerforcouncil.com)

Paid for by Chuck Ellinger II



# Examples of Solutions Used by Candidates

## Digital only

Total Revenue Generated: **\$37,236**

**A VETERAN FOR A CHANGE**  
CLICK HERE TO READ MY ARTICLE ON REGIONAL PLANNING

**Elect Jon LARSON** Council At-Large  
TRUSTED BY THE PEOPLE OF THE COUNCIL OF LEXINGTON

Classifieds Jobs Cars Homes Apartments Legals Place an Ad

68° Forecast

**kentucky.com** Lexington Herald-Leader  
News, sports and entertainment

Subscribe for 99¢ | Customer Service

Search Kentucky.com

HOME NEWS SPORTS UK SPORTS ENTERTAINMENT OPINION LIVING OBITUARIES DIDUCIT LOCAL DEALS **FIND & SAVE**

**TOP STORIES**


Fayette County Coroner's former assistant seeks to take his ex-boss's job  
17 minutes ago

Lexington council approves zoning change for Cabela's store  
1 hour ago

Basketball recruiting: NextCats unveils player pages for 13 on Kentucky's radar

As Lexington council prepares to act, Time Warner Cable

**In Lexington mayoral race, Gray beats Beatty 4 to 1 in quarterly fundraising**



**kentucky.com** Lexington Herald-Leader  
News, sports and entertainment

Subscribe for 99¢ | Customer Service

Search Kentucky.com

HOME NEWS SPORTS UK SPORTS ENTERTAINMENT OPINION LIVING OBITUARIES DIDUCIT LOCAL DEALS **dealsaver**

**TOP STORIES**

Garth Brooks works with kids at Lexington camp

Voters' Guide: Find out where the candidates stand on top issues

PTA, residents push for improvements at Lexington's William Wells Brown Elementary

A rural conversation between Barbara Kingsolver and Silas House

Merlene Davis: Woman who inspired ABC-TV's 'Scandal' speaking at UK

Trigg County man charged with four

**The 7 biggest whoppers of Kentucky's U.S. Senate race**



**VOTE ALISON LUNDERGAN GRIMES**

**Election Day**  
Tuesday, November 4th  
Polls in Kentucky will be open from 6AM - 6PM  
www.KENTUCKYVOTES2014.COM

ENDORSED BY  
**ALISON LUNDERGAN GRIMES** LEXINGTON JEFFERSON COUNTY HERALD-LEADER

**I ASK FOR YOUR VOTE ON NOVEMBER 4**



**Anthony Beatty**  
For Mayor of ALL of Lexington

www.anthonybeattyformayor.com

Experience . Engaged . Integrity . Informed . Character . Commitment

**Change is coming to ALL of Lexington!** Proven and new leadership for Proactive Public Safety, Enhanced Public Services, and Superior Fiscal Stewardship. With my proven leadership and a record of excellence in Proactive Public Safety, the city of Lexington was named one of the top 5 safest cities in the United States (2005). Together let's go to a place we all should go!

—Anthony Beatty, for Mayor of ALL of Lexington—

Paid for by Anthony Beatty for Mayor, Caitlin A. Wohlander, Treasurer

# Examples of Solutions Used by Candidates

## Commercial Printing

Total Revenue Generated: **\$67,605**

✓ **VOTE**  
*May 20th!*

Judicial elections are Non-Partisan.  
All registered voters in Bourbon, Scott,  
and Woodford Counties are eligible to  
vote in the Primary Election for Family  
Court Judge.

The two candidates receiving the most  
votes during the Primary election will  
then be on the General Election ballot  
on November 4, 2014.

**LISA HART  
MORGAN**  
*For Family Court Judge*

Lisa Hart Morgan  
For Family Court Judge  
P.O. Box 2225  
Lexington, KY 40508-2225



Re-Elect  
**SHEVAWN  
AKERS**  
*for council*

"Akers has shown a  
willingness to work with  
neighborhood & business  
leaders to get things done."  
- Lexington Herald-Leader, 9/22/14

[www.ShevawnAkers.com](http://www.ShevawnAkers.com)

608 SKYVIEW LN.  
LEXINGTON, KY 40511  
859.429.2686

A Trusted  
Advocate for  
Residents &  
Neighborhoods

Re-Elect  
**SHEVAWN  
AKERS**  
*for council*

Vote for  
Member  
Akers on

Trusted • Accessible • Leader

PAID FOR BY SHEVAWN AKERS FOR COUNCIL



*Protecting Bluegrass Families*

*The Right Choice  
for Family Court Judge*

- Has practiced every type of family law.
- Served on the KY Supreme Court Standing Rules Committee to revise rules for KY Family Courts.
- Served as Chair to the Local Rules Committee in a joint effort with the KY Supreme Court to revise Family Court rules throughout the state.

*As Family Court Judge, Lisa will:*

- work to resolve conflict, create stability, and protect families.
- apply the law without bias, but with respect and compassion.
- work to make family court as a part of the solution to family crisis while preserving family values.

**LISA HART  
MORGAN**  
*For Family Court Judge*




**Getting Things Done!**

- ✓ Secured funds to resurface a strip the basketball court in Highlands Park
- ✓ Worked with the Division of Waste Management to clean up the neighborhood after recent storms that caused extensive property damage
- ✓ Worked with the police department to increase patrols in the area, at the request of residents
- ✓ Worked with Code Enforcement to clean up some abandoned/ruined properties in the neighborhood
- ✓ Secured funds for a new bench in Highlands Park
- ✓ Participated in the annual Christmas dinner for neighborhood families
- ✓ Secured funds to maintain the landscaping a entrance signage along Georgetown Road
- ✓ Passed legislation to allow food trucks to operate in Lexington
- ✓ My office was represented at every Neighborhood Association meeting since I took office


**ENDORSED BY:**

- Lexington's Firefighters (Local 526)
- National Association of Social Workers
- Home Builders Association

Re-Elect  
**SHEVAWN  
AKERS**  
*for council*

**A Proven Leader**

PAID FOR BY SHEVAWN AKERS FOR COUNCIL





## To sum this up...

ROP Advertising	\$117,199
Print & Deliver and Front Page Notes	\$13,947
Digital Only	\$37,236
Commercial Printing	\$67,605

Total Political Revenue for 2014:  
**\$235,987**



# 2016 Political Advertising Outlook

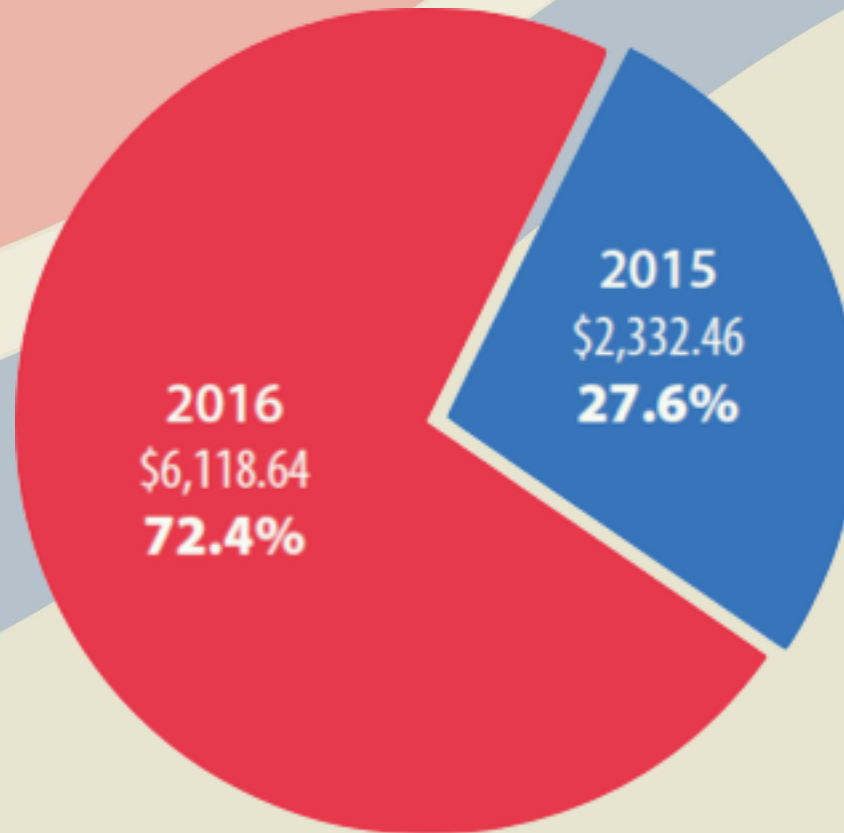
- \* Political advertising is forecast to hit a record **\$11.4 billion in 2016**, 20% more than the last comparable Presidential Election year of 2012
- \* National elections will draw the attention, but half of political ad spending will be for local races (governor, state and local, regional government)
- \* Digital media is projected to surpass the **\$1 billion dollar mark for the first time in 2016**, despite a share of 9.5% of total spending

# National Political Contest Ad Spending 2015-2016

*(in Millions)*

**75%**

of ad spending for  
national contests will  
be spent between now  
and Election Day next  
year.



Source: Borrell Associates, 2015

## 2016 Spending Forecast By State

California  
**\$1.2b**

Florida  
**\$800mm**

Georgia  
\$247mm

Idaho  
\$47mm

Illinois  
\$505mm

Kansas  
\$87mm

Mississippi  
\$75mm

North Carolina  
\$325mm

Pennsylvania  
\$577mm

South Carolina  
\$135mm

Texas  
**\$896mm**

Washington  
\$288mm

Source: Borrell Associates, 2015





*Thank you!*

*Any Questions?*