

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.

2 out of 3
VOTERS

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

PSRST 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.

HLmedia
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 SPITTERS IN LOSS TO MISSOURI - Section D

COLLEGE BASKETBALL SEASON PREVIEW

LEXINGTON kentucky.com

VOTE ALISON

ALISON LUNDERGAN GRIMES

MUST READS

ALSO INSIDE

"ELECT GRIMES TO SENATE FOR A BETTER FUTURE"

ENDORSED BY

LEXINGTON HERALD-LEADER

OCTOBER 26, 2014

Election Day

Tuesday, November 4th

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

www.KENTUCKYVOTES2014.com

Alison Lundergan Grimes

KentuckyOne Health

THE ISSUES: URBAN COUNTY COUNCIL AT LARGE

CLIP

Chris Long

Richard Roberts

Scott Stewart

TO OUR READERS

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

LEXINGTON HERALD-LEADER SECTION 2 SUNDAY, NOVEMBER 2, 2014

VOTERS' GUIDE

WHERE THE CANDIDATES STAND ON THE ISSUES

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

Page R4: Lexington Mayor candidates Geoff, Page

Section, 862: Urban County Council at Large

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

On Newsbreak.com

Vote November 4th

JON LARSON, Council-At-Large

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