



Political Advertising Success ~ 2014

Rufus Friday, President & Publisher
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.

HLmedia
LEXINGTON
HERALD-LEADER
kentucky.com

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

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

Paid for by Chuck Ellinger II

Examples of Solutions Used by Candidates

Digital only

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

A VETERAN
FOR A CHANGE

Elect Jon
LARSON

Council At-Large

CLICK HERE TO READ MY ARTICLE ON REGIONAL PLANNING

Classifieds Jobs Cars Homes Apartments Legals Place an Ad

68°

Forecast

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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

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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



Campaigns and independent groups just spent millions of dollars to convince Kentucky voters that everyone running for Congress this fall is a villain hoping to inflict grievous harm on hard-working families. The attacks drew blood, as intended. Here...

Madison Central topples Lexington schools to take top honors at state band championships

VOTE

ALISON LUNDERGAN GRIMES



Election Day

Tuesday, November 4th

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

www.KENTUCKYVOTES2014.com

Alison Lundergan Grimes

ENDORSED BY

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



 LEXINGTON
 HERALD-LEADER
 kentucky.com

Examples of Solutions Used by Candidates

Commercial Printing

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

VOTE May 20th!

LISA HART MORGAN
For Family Court Judge

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
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

628 SKYVIEW LN,
LEXINGTON, KY 40511
859.429.2686

A Trusted Advocate for Residents & Neighborhoods

Vote for Member Akers

Trusted • Accessible • Leader

PAID FOR BY SHEVAWN AKERS FOR COUNCIL

Protecting Bluegrass Families

LISA HART MORGAN
For Family Court Judge

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.

PAID FOR BY SHEVAWN AKERS FOR COUNCIL

Re-Elect SHEVAWN AKERS for council

Getting Things Done!

- ✓ Secured funds to resurface a strip of 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

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