



Online Advertising Rates

Current Rates

Ad Unit: Premium Ad Spot
 Dimensions: 468x 60
 Max File Size: 50k
 File Format: GIF, JPEG, PNG
 Placement: Top Right (Beside Website Title), & In The Category Pages

Open Rate	3 Month	6 Month	12 Month
\$50.00 / wk	\$45.00 / wk	\$40.00 / wk	\$30.00 / wk

Ad Unit: Article Embedded Ad Spot
 Dimensions: 300 x 250
 Max File Size: 50k
 File Format: GIF, JPEG, PNG
 Placement: At The End of Each Article / Event

Open Rate	3 Month	6 Month	12 Month
\$45.00 / wk	\$40.00 / wk	\$35.00 / wk	\$25.00 / wk

Ad Unit: Large Sidebar Ad Spot
 Dimensions: 250 x 250
 Max File Size: 50k
 File Format: GIF, JPEG, PNG
 Placement: Right Sidebar

Open Rate	3 Month	6 Month	12 Month
\$45.00 / wk	\$40.00 / wk	\$35.00 / wk	\$25.00 / wk

Ad Unit: Regular Sidebar Ad Spot
 Dimensions: 125x 125
 Max File Size: 50k
 File Format: GIF, JPEG, PNG
 Placement: Right Sidebar

Open Rate	3 Month	6 Month	12 Month
\$40.00 / wk	\$35.00 / wk	\$30.00 / wk	\$20.00 / wk

Ad Unit: Homepage Banner Ad Spot
 Dimensions: 437 x 135
 Max File Size: 50k
 File Format: GIF, JPEG, PNG
 Placement: Lower Left of Website Homepage

Open Rate	3 Month	6 Month	12 Month
\$45.00 / wk	\$40.00 / wk	\$35.00 / wk	\$25.00 / wk

To advertise contact your Hello KY Sales Executive at 270.293.9810 or email: advertise@helloky.com

Design Guidelines and Deadlines

Ad Creative Services

We offer Ad creation services for all of our ad sizes. The rate for creation is \$75 per each ad creative. Please allow 2 business days to complete.

Client Supplied Creative

New Campaigns: Creatives must be received at least 2 business days before scheduled start date. Additional time may be required for multiple ads.

Revisions: 1 business day.

In cases of client supplied creative, we accept GIF, JPEG, and PNG, files as well as third party javascript. Please email creatives to advertise@helloky.com.

Logos: Preferred: original .psd (native Photoshop file with layers intact), Illustrator .eps or Freehand .eps (type converted to outlines or fonts included with job).

On disk: Preferred: CD, online (from clients URL).

Online: Supplied URL of clients Web site and any URLs known for images or FTP.

Sponsored Content

Hello KY accepts sponsored content. Your sponsored content will be listed as featured content on the home page for at least 48 hours, and will be no less than 200 words in length. Leaving your content as the top article for 48 hours will ensure maximum exposure. Sponsored content entries will be sorted by topic and only specific topics will be included.

Cost for sponsored content listing is \$100.00.

Loyalty Program

Our loyalty program is simple. If our advertising rates ever increase, you maintain your current rate for as long as you continue to advertise with Hello KY. If our rates decrease, you pay the lower rate. Should you ever discontinue your ad and want to continue again at a later time, you may be charged at the new rate.

The Loyalty Program only applies to those who are on at least a 6 month or longer contract.