

Contact us Today!

Jimnica Lewis 859.539.6027
jlewis@news-graphic.com

Marie Carter 502.370.9718
mcarter@news-graphic.com

Johnna Scogin 859.494.2635
johnna.scogin@news-graphic.com



2025
Digital Rate Card

www.news-graphic.com

1481 Cherry Blossom Way, Georgetown, Kentucky 40324

Office 502.863.1111

Digital Marketing for Every Budget

Let us help build your business with digital advertising!

Digital Ad Products

- **Digital Display Ads** are those square or banner ads that you see on virtually every website when scrolling on your phone or computer. Reach your target market with the following tactics:
 - **Search and Keyword** – Reach people based on their search history.
 - **Geofencing** – Create a digital “fence” around specific locations and deliver ads to people within that boundary.
 - **Site Retargeting** – Deliver ads to people who have been to your website so they will visit again.
- **Addressable Geofencing** reaches people at home and is based on specific demographic criteria (age, income, etc.).

- **Streaming Commercials** are TV commercials delivered through major streaming apps and platforms via TV, computer and mobile devices. Services and platforms include Hulu, Peacock, Paramount+, Disney+, Pluto and MORE.
- **Google Ad Products** include search and display ads, along with map, Gmail and YouTube advertising. Google’s sophisticated algorithm delivers a high click-through rate for your ads.
- **Recruitment Ads** are “help wanted” ads that run on 35 top job sites.
- **Local Digital Display Ads and Streaming Commercials** are ads placed on news-graphic.com and/or Georgetown News-Graphic social media.

Data Reporting

Receive monthly reports with detailed information about your ad campaign.

Who is Georgetown Media?

Based in Georgetown, Kentucky, we specialize in both print and digital media. In addition to the *Georgetown News-Graphic*, *Scott Shopper Entertainment Guide*, *Georgetown Magazine* and other print publications, we offer a wide range of digital advertising opportunities to fit any budget. We can advertise your business or product locally, regionally or anywhere across the United States.

DIGITAL AD OPTIONS	Description	12-month contract	6-month contract
Digital Display Ads	Display ads using “blended tactics,” such as search, keyword and/or geofencing	\$11 per 1000 impressions	\$13 per 1000 impressions
Addressable Geofencing	Reach people at home based on specific demographics	\$15 per 1000 impressions	\$17 per 1000 impressions
Streaming Commercials	Ads air on major streaming platforms	\$60 per 1000 impressions	\$65 per 1000 impressions
Google Ad Products	Google Search or Display campaigns can be designed to fit any budget. YouTube starts at \$300 per month. Google Performance Max campaigns use five types of Google ad products and start at \$500 per month.		
Local & Recruitment Ads	Separate Pricing Sheets Available		

Our professional videographer will shoot and edit your commercial. Ask about pricing. Get our lowest rates on print advertising with a digital ad contract (minimum five print ads to qualify).