



## ADVERTISING RATE CARD 2018

### Website Advertising

USTAKY.COM Average Monthly Unique Visits 2,500 & Average Monthly Section Visits 4,200.

✚ Logo with link	specs to follow	\$150 per month	6 months - \$800
✚ Advertisement with link	specs to follow	\$200 per month	6 months - \$1,000

✚ With a 6 month commitment, you will receive 20% discount on Yearbook advertising

### E News Advertising

The USTA Kentucky sends a monthly E Newsletter to 7,000 subscribers with an above industry average open rate of 33%.

✚ Logo with link	specs to follow	\$50 per month	6 months - \$250
✚ Advertisement with link	specs to follow	\$75 per month	6 months - \$400

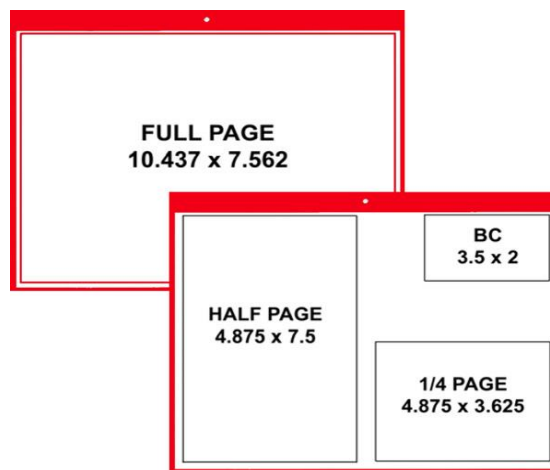
### USTA Kentucky Member Mailing List

List refined by mile radius or zip code parameters. (May not be purchased separately.) \$250

### Annual Year Book Publication

The USTA Kentucky full color Yearbook is distributed to over 7,000 households across the state of Kentucky.  
**Deadline to advertise in the 2017 Yearbook is January 12, 2018.**

✚ Full Page	\$500
✚ Half Page	\$300
✚ Quarter page	\$200
✚ Business Card	\$100



Please contact Kim Lonnemann, Marketing and Promotions Coordinator USTA Kentucky  
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