



The most visible and familiar form of online advertising is the banner ad. Louisville.com uses three IAB standard sizes for ROS display and a custom size for Section Sponsorship. Banner advertising is primarily used in wide-scope branding campaigns.

All display advertisements must conform to Internet Advertising Bureau standards.

Minimum three-month commitment. Rates are net and for press-ready artwork. Please include 15% if Louisville.com produces ad.

Run-of-Site Display

728 x 90 Leaderboard

160 x 600 Skyscraper

300 x 250 Billboard

Section Sponsorship



where to go. what to do.

2011 media kit

THE weekender

Each week, thousands of loyal subscribers look forward to receiving our picks for featured events for the upcoming weekend. This targeted e-mail reaches an ever-growing list active Louisvillians seeking information on where to go and what to do in Louisville.

LocalLinks

Since Louisville.com is purely targeted at local content, it is updated multiple times each day with articles and events. Our Google page rank of 6/10 places high importance on our outbound links. Local Links provides simple text links to improve SEO ranking for our clients.

Event Guide

1-4 Events

5-9 Events

10+ Events

Louisville.com takes pride in building and maintaining the largest, most comprehensive listing of local events on the web. Anyone can take advantage of this targeted audience by posting your event for activity-seekers to find. Featured events are available to advertisers looking to create more visibility.

history

Louisville.com, founded in 1996, is one of the city's oldest websites. Originally a "portal" site that published articles from various Louisville media outlets, it has evolved into an independent site with its own staff of editors and writers. Our tagline — "Where to go. What to do." — says it all. Louisville.com focuses on the city's goings-on, from the music and art scenes to theater and restaurant news, with a special emphasis on major local events such as the Kentucky Derby. We also take pride in providing the most comprehensive and up-to-date calendar of events in the city.

audience

It's no surprise that our primary audience is the Metro Louisville market. But by virtue of our name, we also receive a substantial volume of out-of-town traffic, much of it from people who plan to visit or relocate to Louisville. Our focus on local events and attractions caters to the needs of both groups. As a result, Louisville.com offers the unique ability to reach in-market consumers, newcomers and potential visitors.

demographics*

Gender: Male — 46% Female — 54%

Education		Income		Age	
HS or less	2%	\$15-\$25K	18%	18-34	19%
HS Grad	34%	\$25-\$35K	16%	35-44	27%
Some College	31%	\$35-\$50K	18%	45-54	27%
College Degree	24%	\$50-\$75K	13%	55-64	18%
Adv. Degree	10%	\$75K-\$100K	15%	65-74	8%
		\$100K+	16%	75+	1%

*Source: Media Audit, 2008-2009

traffic

Millions of users, millions of websites — so which sites really matter? While total number of visitors is relevant, *how* those visitors find the site is just as important. Louisville.com derives more than 20% of its traffic *intuitively* — that is, independent of search engines. Why? With our name, we're the logical first choice for anyone seeking information about Louisville.

Average 2010 Traffic (full year)

Monthly Page Views	178,067
Monthly Visits	66,554
Unique Visitors	49,245

Average 2011 Traffic (thru May)

Monthly Page Views	254,876
Monthly Visits	112,256
Unique Visitors	96,583

home page



section page

