

Louisville, Kentucky has an identity crisis. Northern or Southern? Urban or country? Sophisticated or self-deprecating? Answer: All of the above. Louisville.com reflects that. Attracting local readers and folks from outside River City, we go beyond the headlines to bring the award-winning editorial voice of Louisville Magazine to the exciting world of digital journalism. Whether you're looking for in-depth stories about life in Louisville, the latest in the food and arts scenes or simply where to go for a beer this weekend, Louisville.com has you covered.

RUN-OF-SITE

Rotate your ads throughout the entire site, ensuring full-market reach and maximum exposure.

SPONSORED CONTENT

Take your place among the ranks of our local experts by providing engaging, customized editorial content.

SOCIAL MEDIA

Reach Louisville.com's 30,000+ social media subscribers through a customized advertising strategy.

E-MARKETING

Savvy Louisvillians are increasingly turning to us for updates about goings-on around town.

DEMOGRAPHICS

Education

HS Grad	25%
Some College	17%
College Degree	35%
Adv. Degree	19%

Income

<\$25K	7%
\$25-\$35K	5%
\$35-\$50K	34%
\$50-\$75K	24%
\$75K+	30%

Gender

Male	— 42%
Female	— 58%

Age

18-24	14.2%
25-34	24.9%
35-44	21.8%
45-54	18.0%
55-64	13.9%
65+	7.2%

**Source: Media Audit, 2016 Louisville Market Study*

TRAFFIC

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.**

2017 Average Monthly Traffic

Monthly Page Views	188,782
Monthly Visits	106,160
Unique Visits	81,829

2017 Total: 2.2M+ Page Views | 1.8M+ Unique Views



10K+

FACEBOOK LIKES



17.5K+

INSTAGRAM FOLLOWERS



30.8K+

TWITTER FOLLOWERS

RUN-OF-SITE DISPLAY ADS

- **Leaderboard - 728 x 90 pixels**
- **Elevator - 300 x 600 pixels**
(Prominent placement & eye-catching movement)
- **Billboard - 300 x 250 pixels**
- **Mobile phone - 320 x 50 pixels**
(When a smartphone user is viewing the site, the mobile ad appears at the bottom of the screen and stays in a fixed position.)

All ads will rotate simultaneously for maximum exposure!

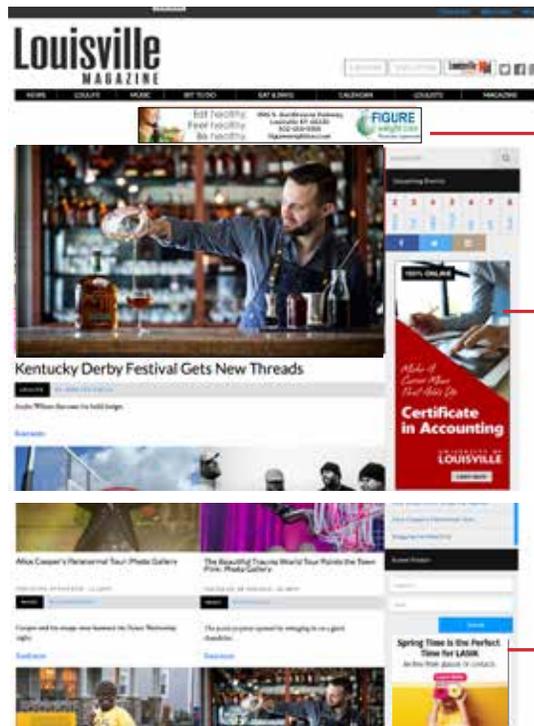
Guarantee of 25,000 impressions per month.

Event-oriented ads may be purchased on a weekly basis.

- **Leaderboard**
- **Elevator**

Non-profits receive 25% discount.

All display advertisements must conform to Internet Advertising Bureau standards.



Leaderboard
728x90

Elevator
300x600

Billboard
300x250

SPONSORED CONTENT

Sponsored Content
(includes two Facebook posts and two tweets)

Advertiser submits article with a recommended count of 300-500 words. Photo may be included.

Louisville.com accepts advertiser-sponsored content for promotional purposes. Only sponsored content that we deem relevant to the Louisville.com community will be considered. Content will be labeled "Sponsored" and is posted on the home page and in the appropriate site section.

Sponsored content will appear on the Home Page as a sub-feature for at least one day and on the section page as a sub-feature for three days.

It will then rotate chronologically on both home and section pages.

Sponsored content will remain on the site indefinitely.

SOCIAL MEDIA

Expand your market reach through a customized social media marketing strategy. **Advertise across three social media platforms for maximum exposure!** Talk to your rep about what campaign frequency and duration best suits your businesses needs.



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17.5K+

INSTAGRAM FOLLOWERS



30.8K+

TWITTER FOLLOWERS

E-MARKETING

Put your message directly into the inbox of our opt-in subscribers via one of our popular newsletters:



THE WEEKENDER

Entertainment-oriented newsletter featuring select events for the upcoming weekend.

Weekly on Thursdays | Distributed to 9K

Weekender Featured Events

Get your event the attention it deserves by making it a Featured Event. Includes photo + 200 word description.

Weekender Display Ads (728x250 pixels)

Direct access to Louisville's inboxes with high-visibility ad placement.

Weekender Display Ad Takeover

All four high-visibility ad placements.



THE PLAYLIST

Live music newsletter, featuring this week's upcoming concerts and music events, plus concert photo galleries and other music-related content.

Weekly on Tuesdays | Distributed to 7K+

The Playlist Sponsorship

High-visibility ad placement at the top, includes placement on weekly e-blast for 4 weeks of your choice.

The Playlist Feature

Your event guaranteed a place as one of the Top Picks for the week. Includes photo and description.

LOUISVILE MAGAZINE NEWSLETTER

Features exclusive digital access to select stories from each issue plus the occasional online-exclusive story not in print.

Monthly, during first half of the month | Distributed to 15K

The monthly newsletter features three ad spots (1000x300 pixels)

DEDICATED EMAIL

Your custom message directly to 15K.

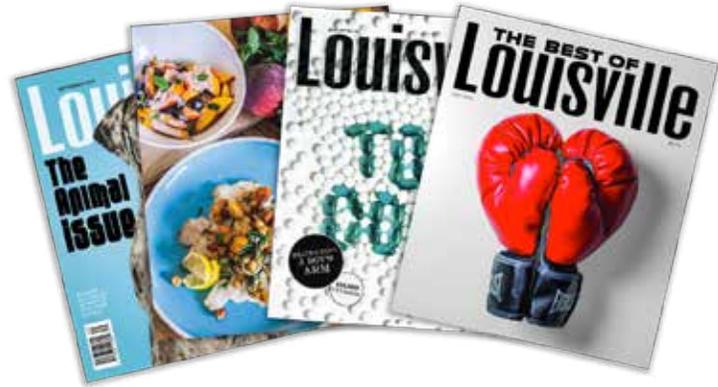
Limited Availability

ALL TICKETS. ONE PLACE.

Your Local Marketing Partner

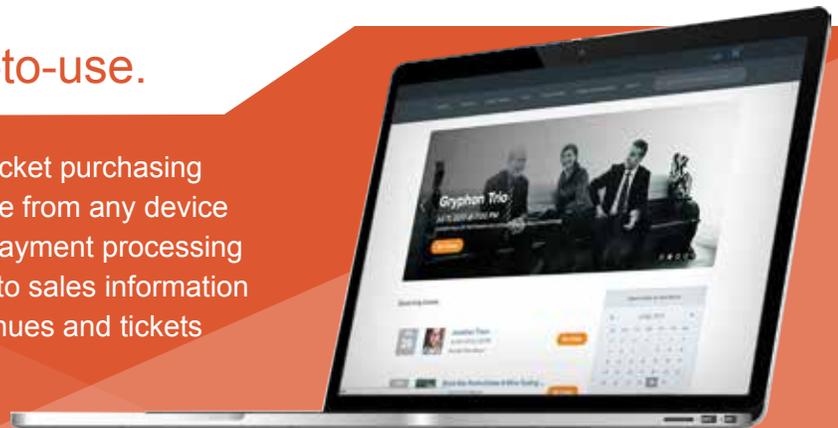
Leverage Louisville Magazine's regional reach to promote your event and boost ticket sales. Unlock exposure to our audience of readers through opportunities including:

- Editorial content in our magazines
- Web, email and event calendar promotion
- Social media support
- Discounted ad space in Louisville Magazine



Sophisticated. Intuitive. Easy-to-use.

- Customers experience smooth, convenient ticket purchasing
- Responsive design allows buyers to purchase from any device
- Mobile app for simple check-in and at-door payment processing
- Cloud based system offers real-time access to sales information
- Simple interface to quickly create events, venues and tickets



In-Depth Reporting

- Convenient access to your ticket sales data 24/7
- Understand how customers interact with your events
- Gain insights about your customers and their interest
- Easily export your customer database anytime!



Competitive Pricing. Local Customer Service

- **No cost to partner with us**
- **Merchant rate of less than 2%**
- **Customers pay the ticket fee**
- **Get paid daily or at the end of the event**

Louisville

MAGAZINE

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For more information about advertising call 625-0100 x 32 or email advertising@loumag.com

