



LIVE IN LOU DIGITAL SPONSORSHIP RATE CARD

WE KNOW WHAT A GEM GREATER LOUISVILLE IS...

And now we’re sharing that with the rest of the world! Through Live in Lou, GLI has embarked on the city’s only talent attraction and retention campaign to recruit tomorrow’s workforce.

We promote Greater Louisville through targeted marketing and advertising campaigns, and through collaboration with local employers and educational institutions. The Live in Lou audience demographic is 21-45 year old professionals.

Through Live in Lou, you can get your job, product or business in front of Louisville area professionals and their families.

ADVERTISE ON LIVEINLOU.COM

Place your ad on LiveInLou.com to reach new, current, and prospective residents. They can research and engage with your product or business and you’ll get top visibility in front of your target audience. Your sponsored content will link directly to your site.

Banner Ad Sizes - 600px X 200px, 1200px X 100px

LIVEINLOU.COM STATS

- 11,000+ unique users
- 14,096 unique pageviews
- 0:14 avg. time on page

LIVEINLOU.COM RATES

- 1 month - \$500
- 3 months - \$1,250
- 6 months - \$2,400
- 12 months - \$4,500

FEATURED JOB BOARD POST

LiveInLou.com/Jobs is Greater Louisville’s largest local-only job board, reaching candidates in all 50 states. Feature your open position in one of only five spots to get top engagement. The featured posts remain static to all new visitors and re-populate in search if there’s a keyword match.

JOB BOARD STATS

- 928 unique pageviews
- 1:13 avg. time on page

JOB BOARD RATE

- \$200/month

FLOURISH E-NEWSLETTER

Land in the inbox of current residents and top business leaders with sponsored content in FLOURISH, our monthly e-newsletter. We’ll work together to develop custom content to promote your business, product or event in the “Don’t Miss This” section or in our banner ad space.

Banner Ad Size - 600px X 200px

FLOURISH STATS

- 3,381 subscribers
- 30% open rate

FLOURISH RATE

- \$500/month
- \$800/2 months
- \$1,200/3 months

FLOURISH E-NEWSLETTER EXCLUSIVE CONTENT

A newsletter all about your business. Promote your brand through a human-interest story, share an announcement, or highlight a special offer with a dedicated issue of fLOURish, our monthly e-newsletter. Work together with our writers and creative team to develop custom content and share your message with our newsletter audience.

Size - Entire Newsletter

FLOURISH STATS

- 3,381 subscribers
- 30% open rate

NEWSLETTER EXCLUSIVE RATE

- \$1,500/issue
- Limited to one issue per brand per month; only three exclusive newsletters will be sent monthly.

SOCIAL MEDIA CHANNELS

[FACEBOOK.COM/LIVEINLOU](#) | [INSTAGRAM.COM/LIVEINLOU](#) | [LINKEDIN.COM/LIVEINLOU](#)

Promote your company’s brand and get in front of our loyal social media followers with sponsored posts @liveinlou. We’ll develop organic posts with customized content on your chosen platforms.

FACEBOOK

FACEBOOK STATS

- 22,000+ followers
- 286,400 impressions served
- 220,000 people reached

FACEBOOK RATES

- \$450/post
- Limit 2 total posts/month

LINKEDIN

LINKEDIN STATS

- 3,300+ followers
- 87,300 impressions served
- 43,300 people reached

LINKEDIN RATES

- \$400/post
- Limit 2 total posts/month

INSTAGRAM

INSTAGRAM STATS

- 49,000+ followers
- 3,900,000 impressions served
- 2,300,000 people reached

INSTAGRAM RATES

- \$600/post
- Limit 1 grid post/month

INSTAGRAM STORY

IG STORY STATS

- 49,000+ followers
- 540,000 impressions served
- 537,000 people reached

IG STORY RATES

- \$400/post
- Limit 4 story posts/month

TALENT ATTRACTION CAMPAIGNS

Live in Lou Talent Attraction Campaigns help employers engage directly with a qualified talent pool. Using data analysis, we identify where your target talent is located—regions with an oversupply of specific roles and fewer job openings—and craft marketing messages based on industry motivators to encourage relocation and fill your open positions.

PRICING BY REQUEST

TALENT RECRUITMENT

Live in Lou Recruit is a personalized hiring solution. Using criteria provided by your hiring team, we handpick qualified candidates from a national database of job seekers based on your organization’s needs and the role’s specific requirements. We then conduct one-on-one outreach, sharing information about your company and the open position, and invite candidates to apply.

COST

- Up to 25 messages across 4 weeks / \$2,250

READY? Contact Haylee McEvoy hmcevoy@liveinlou.com

Terms: The Live in Lou team will create and design social media content, which will be submitted to the sponsor for edits and approval 3–5 business days before the posts are scheduled to go live. The monthly totals listed above represent the available inventory. We request each advertiser purchase no more than the amounts listed above. This policy helps maintain the integrity of the Live in Lou brand standards and voice.