



LIVE IN LOU DIGITAL RATE CARD



ONE LOUISVILLE

LOUISVILLE IS A GEM. WE'RE SHARING IT WITH THE WORLD.

Live in Lou, powered by One Louisville, is the region's talent attraction and retention initiative, promoting Louisville to young professionals and families through targeted marketing, employer partnerships, and community storytelling.

Through Live in Lou, your business or brand can connect with an engaged audience considering Louisville for career and lifestyle opportunities.

ADVERTISE ON LIVEINLOU.COM

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

LIVEINLOU.COM STATS

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

LIVEINLOU.COM RATES

- 1 month - \$300
- 3 months - \$750
- 6 months - \$1,500
- 12 months - \$2,900

FEATURED JOB BOARD POST

LiveInLou.com/Jobs is Greater Louisville's largest local 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 page-views
- 1:13 avg. time on page

JOB BOARD RATE

- \$150/month

FLOURISH E-NEWSLETTER

Land in the inbox of current residents and top business leaders with sponsored content in *FLOURISH*, our 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.

FLOURISH STATS

- 3,381 subscribers
- 30% open rate

FLOURISH RATE

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

FLOURISH E-NEWSLETTER EXCLUSIVE CONTENT

Promote your brand, share an announcement, or highlight a special offer to current residents and top business leaders with a dedicated issue of *FLOURISH*, our monthly e-newsletter. We'll work together to develop custom content to share your message with our audience.

FLOURISH STATS

- 3,381 subscribers
- 30% open rate

NEWSLETTER EXCLUSIVE RATE

- \$1,500/issue
(limited to 1 issue per month)

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](https://www.instagram.com/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

- \$250/post
- Limit 2 total posts/month

LINKEDIN

LINKEDIN STATS

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

LINKEDIN RATES

- \$100/post
- Limit 2 total posts/month

INSTAGRAM

INSTAGRAM STATS

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

INSTAGRAM RATES

- \$475/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

- \$200/post
- Limit 4 story posts/month

TALENT ATTRACTION CAMPAIGNS

Live in Lou Private Label Talent Attraction Campaigns help employers reach qualified talent beyond the Louisville market. Using workforce and labor market data, we identify where target talent is located and develop customized digital marketing campaigns designed to showcase your company, promote Louisville, and encourage candidates to explore career opportunities and relocation.

LIVE IN LOU RECRUIT

'Live in Lou Recruit' is an individualized hiring solution. Our team handpicks qualified candidates from the LinkedIn Talent Receuter tool based on your role's requirements. From there, we reach out to the candidates directly with information on how to apply.

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.