



Advertising Opportunities

Getting in front of businesses and prospects can be challenging. GLI has developed targeted marketing options to get your message across to the right audience at small business friendly prices.

◆ Website

◆ LINK e-newsletter

◆ Try It Local

For advertising opportunities please contact Travis Triplett, Sponsorship & Advertising Manager, at 502.625.0055 or ttriplett@GreaterLouisville.com

Website

Website - www.GreaterLouisville.com

Build and keep your brand in the minds of the business community by advertising on GLI's website. Members visit this site regularly to register for events, search for other members and to keep up to date with what's going on in the business community.

Banner Ad:

3 months - \$2,500
6 months - \$4,500
12months - \$6,500

Benefit: Top ad placement across site with a maximum of 3 ads in rotation.

Specs: 468x60px (jpg, gif or png formats)

Box Ad:

3 months - \$2,000
6 months - \$3,500
12months - \$5,000

Benefit: Only 4 slots available across site with the ability to use flash/rotating gif graphics.

Specs: 190x160px (jpg, gif or png formats)

LINK- e-newsletter

LINK is an electronic newsletter published by Greater Louisville Inc. It offers members a one-stop-shop to learn about the latest news and developments in chamber offerings, business community updates, economic development and more. It is distributed every other Monday, and includes:

- News about industry trends, initiatives and projects important to the community.
- Upcoming programs, events and involvement opportunities from GLI, member companies and other community organizations.

Each edition of LINK is sent to approximately 10,000 inboxes - GLI members of all types and sizes from throughout the region, as well as civic leaders and elected officials.

Box Ad:

1x - \$800
3x - \$2,100

Benefit: Top ad placement

Specs: 245x230px (jpg, gif or png formats)

Skyscraper Ad:

1x - \$700
3x - \$1,800

Benefit: Preferred location right hand column

Specs: 245x400px (jpg, gif or png formats)

Advertising Opportunities (Continued)

Try It Local

Try It Local - www.tryitlocal.com is an electronic deal-of-the-day program that offers deep discounts of 40-90% off Louisville retailers, restaurants, service providers and more. Best of all, its 100% local! The revenue not only supports GLI and its members, but the local economy as well.

To date Try It Local generated over \$220,000 for local businesses and saved consumers over \$300,000!

Distribution: 20,000 + and growing every day

Deals are available: 7 days per week

Packages available:

3 months - \$2,500

6 months - \$5,000

1 year - \$10,000

Advertising Partner: Opportunity to tie brand into Try It Local program.

Deal Ad

Ad Specs: 200x250 px (jpg, gif or png formats)

Benefit: Displayed with a live link on every Try It Local deal that is sent out with the opportunity to change ad every month.

Web Ad

Ad Specs: 200x250 px (jpg, gif or png formats)

Benefit: Displayed with a live link on Try It Local home web page with the opportunity to change ad every month.

Voucher Ad

Ad specs: 175x200 px (jpg, gif or png formats)

Benefit: Ad to appear on every voucher that is purchased with the opportunity to change ad every month.

Confirmation Ad

Ad specs: 200x200 px (jpg, gif or png formats)

Benefit: Ad to appear with a live link on every confirmation page with the opportunity to change ad every month.

First right of refusal upon completion of agreement.

Terms of the agreement:

- Ads must be submitted to GLI one week prior to launch/run
- Ads must be provided to GLI camera ready in the appropriate file

