

# LOUISVILLEBEER.COM ADVERTISING RATES

Updated Feb. 2015



LouisvilleBeer.com launched on August 1, 2011, and has since become *the* online source for the calendar (and coverage) of events, videos, beer reviews, news, and education on craft beer in Kentuckiana. **We have had over 43,000 unique visitors to the site and over 108,000 page views in the past 6 months.** Our numbers have continued to increase year over year.

LouisvilleBeer.com consistently adds new contributing writers insuring timely and fresh content. Our current contributors are: **Roger Baylor** (Owner, New Albanian Brewing Company), **Adam Watson** (Co-owner, Against the Grain Brewery), **John King** (hardcore beer geek/blogger), **Cresant Smith** (self-described “Beer Nerd”), **Kevin Patterson** (GM/Beer School moderator and certified cicerone at The Beer Trappe in Lexington), **Peter Fingerson** and **Henry Hunt** take care of our growing homebrewing section, and **Jason Lyvers** and **Dawn Howard** (both formerly of L’ville Beer on [louisville.com](http://louisville.com)) are also contributors.

**John Wurth** is the founder of LouisvilleBeer.com. By day, John is the VP of Marketing at Lenihan Sotheby’s International Realty, so he knows a thing or two about marketing, design, photography, video and getting eyeballs to websites. John’s passion for fine beer drove him to create a website for like-minded craft beer connoisseurs. What started as a hobby and meet-up site rapidly became the portal to the local craft beer scene, and continues to grow in followers daily.

## STATS & DEMOGRAPHICS

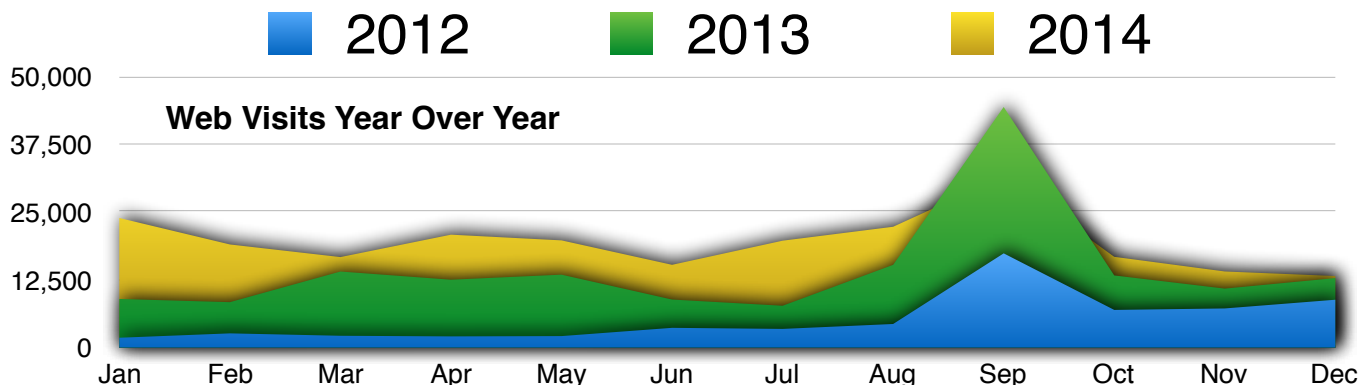
Our visitors obviously enjoy great beer, and are willing to spend more money on a product that has been crafted with love and not mass-produced by machines (or robots). There’s no way to grab demographics from the visitors to our website, but the majority of our Facebook visitors are 65% Male and are aged 25-44. As of February 2015, we have over 2,840 Facebook “Likes”. Our Weekly Total Reach topped 14,700 people in Nov. 2014. People are talking about what we’re doing here. Your message can be in front of them too.

LouisvilleBeer.com also has a strong presence on Twitter (@loubeer) with over 2,208 followers as of Feb. 2015. We publish a link to every article, review, video and interview on both social networks. That means our followers can click through to our website in order to view the content on LouisvilleBeer.com (*and can see your ad!*). We use our leverage on these social networks to also push our sponsors’ events, specials and beers as much as we can without bombarding our fans.

When you advertise on LouisvilleBeer.com, we will provide a monthly report on your ad with the number of impressions and click-through rate. Keep in mind, even if your click through rate is low, remember that with online advertising, you’re going for “potential eyeball and retention”, or PEAR. (*Read this great article about online ads: <http://bit.ly/QvSbiX>*) It’s more important to be in front of your targeted audience, and with LouisvilleBeer.com you know exactly who you are reaching.

## WHAT WE COVER

LouisvilleBeer.com broke the news that Jeremy Hunt (of Dogfish Head) was hired as head brewer at BBC St. Matthews. We introduced Great Flood Brewing on our weekly podcast. We were the first on the scene when Falls City received their brewing equipment. We covered the collaborative brews between Chicago’s Local Option, Cumberland Brewery and Against the Grain. Our “first look” video of Apocalypse Brew Works has had over 3,600 views and offered people a sneak peek of their Mellwood Avenue brewery months before it opened. Several stories have been picked up by **BeerPulse.com** (The world’s #1 daily beer news website) as well as a mention on **CNN.com** (<http://bit.ly/S8UwzG>). During LCBW 2013, we were on 3 of the TV stations in town, The Courier-Journal and 15 other news outlets (print and Internet). We keep our finger on the pulse, and people are seeking out this information as the craft beer scene continues to grow in Kentucky and Indiana. We like to get behind the scenes to showcase the great beer in our area and the great people behind it.



Reach Louisville’s craft beer geeks. That’s what we do.

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## AD PRICING

The screenshot shows the Louisville Beer website homepage with several ad placements highlighted in grey boxes:

- 1. Top Banner (728px x 90px)**: Located at the top of the page, above the navigation menu.
- 2. Featured Sponsor (720px x 300px)**: Located in the 'FEATURED' section, below the navigation menu. It contains text: "(Rotating Images – Your ad will appear before featured articles) Only available on the homepage".
- 3. Sm. Sidebar (300px x 125px)**: Located in the right sidebar, above the 'Med. Sidebar'.
- 3. Med. Sidebar (300px x 250px)**: Located in the right sidebar, below the 'Sm. Sidebar'.
- 3. Lg. Sidebar (300px x 600px)**: Located in the right sidebar, below the 'Med. Sidebar'.

The main content area shows a 'LATEST NEWS' section with a featured article titled 'Episode 76: Mike Nolen of Flatt12 Bierwerks' and a grid of smaller articles below it.

### 1. Top Banner

\$400/Month

Visible on every page on the site. Rotated with other advertisers randomly.

### 2. Featured Sponsor

\$150/Wk or \$600/Month

Rotating image on the homepage. We put the ads in the order in which they are purchased. Ads always show in the rotation before featured stories on the site.

### 3. Sidebar Ads

Small - \$125/Month

Medium - \$150/Month

Large - \$300/Month

These sidebar ads rotate in blocks, and your ad will change position at random. We can design your ad for \$50/hour (minimum 1 hour).

Calendar listings are FREE. Contact us to set you up with an account to enter your events.

All ads run for 30 days. Payment is due on your "anniversary date" every month.

10% Discount on yearly payments. You will receive an email when your ad is close to expiring. Paypal and Credit Cards accepted. Paypal payments can be setup to be automatically recurring. No refunds.

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[loubear](https://twitter.com/loubear)



[louisvillebeer](https://www.youtube.com/louisvillebeer)

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