

WANT TO REACH LIVINGSTON COUNTY'S COVETED CONSUMERS? ADVERTISE ON THE LIVINGSTON POST

The most cost-effective way to reach Livingston County is advertising on The Livingston Post, the only locally owned-and-operated all-digital media organization in the community. The LivPo's site — featuring a unique content mix of information, opinion, and features — is all digital, so potential customers are able to find your ad wherever they are — 24/7 — on their mobile and desktop devices. No other locally owned media company can make that claim.

And because LivPo is all-digital, your ad takes potential customers directly to your website or social media page. Try doing that with print or radio ads.

Livingston County boasts both the most-educated and the wealthiest households in the state. Livingston County's **median household income of nearly \$81,000** is 47 percent higher than that of Michigan, AND 34 percent higher than the U.S. as a whole.

Since 2012, LivPo's page views have grown **over 2,000 percent**. The site is flirting with hitting **2 million page views** in 2020. That's 2 million times a year your ad will be seen — if you advertise on The Livingston Post.



THE LIVINGSTON POST'S AD PRICING 2020

LOCATION	PLACEMENT	SIZE (PX)	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
ALL PAGES	Super Ad	1200 x 200	\$275	\$265	\$255	\$245
	Footer	Large square	\$200	\$190	\$180	\$170
	Sidebar Regular	350 x 250	\$250	\$240	\$230	\$220
	Sidebar Tall	350 x 700	\$260	\$250	\$240	\$230
HOME PAGE ONLY	Section divider	800 x 200	\$240	\$230	\$220	\$210
	Sidebar Regular	350 x 250	\$200	\$190	\$180	\$170
	Sidebar Tall	350 x 700	\$210	\$200	\$190	\$180
POST PAGES	Above headline	800 x 200	\$260	\$250	\$240	\$230
	Sidebar Regular	350 x 250	\$220	\$210	\$200	\$190
	Sidebar Tall	350 x 700	\$230	\$220	\$210	\$200
	Post insertion	Flexible	\$250	\$240	\$230	\$220
	End of post	Flexible	\$190	\$180	\$170	\$160