2019-20 Media Guide
The Livingston Post: The voice of Livingston County

The Livingston Post is the only locally owned and operated digital publication in Livingston County, Mich. It was started in 2009 by a handful of popular community journalists laid off from the local newspaper at the height of the Great Recession. Since then, the site has grown steadily to boast nearly 1.9 million page views, year-to-date.

With carefully curated local information, columns, opinion, entertainment, and a beautiful community calendar, the site serves Livingston County as no one else can or does.

In addition to bringing its unique, local brand of information and opinion to its readers, the site is also active in the community. The Livingston Post serves as media sponsor for many community events, including the 2018 Primary and General Election Candidate Forums; Howell Rotary’s Tour de Livingston bicycling tours; the LACASA Garden Tour and Denim & Diamonds events; Livingston County Concert Band; Livingston Arts Council; The Arc of Livingston Annual Celebrity Fashion Show; and many more.

No one knows Livingston County like The Livingston Post, and no one loves it quite as much.
SPECIAL EVENT PROMOTION PACKAGES

Your event needs the special attention it will get from The Livingston Post. We've got different packages you can choose from, each of which will help you promote your event — whether it's a school play, a concert, a festival, or craft show — and reach the 350,000+ site users who viewed over 1.7 million pages in the past year.

*SOURCE: Google Analytics

1. **Super Ad Advertising**
   - 1200 x 200 auto-rotate (only three spots available) — 1x-$250 mo. | 6x-$240 mo. | 12x-$230 mo.

2. **Banner Advertising**
   - 800 x 200, runs next to site logo
   - 1x-$220 mo. | 6x-$210 mo. | 12x-$200 mo.

3. **Sidebar Advertising**
   - 350 x 250, all pages on the site
   - 1x-$200 mo. | 6x-$190 mo. | 12x-$180 mo.

4. **Leaderboard Advertising**
   - (on home page) | Before headline (on post page)
   - 600 x 100 between sections on home page, before headlines on post pages — 1x-$220 mo. | 6x-$210 mo. | 12x-$200 mo.

5. **Inserted inside each post**
   - 300 x 600 (max) — 1x-$210 mo. | 6x-$200 mo. | 12x-$190 mo.

6. **After each post**
   - 600 x 100 — 1x-$200 mo. | 6x-$190 mo. | 12x-$180 mo.

Need help creating your ad? We can design one for you for an additional $50.

7. **EVENTS: Calendar featured slider** — $10 a week
   - Get some extra attention for your event, which will be featured in a beautiful graphic slider that runs on The Livingston Post’s home page, as well as all its post pages. It’s an inexpensive way to make your event stand out.

8. **EVENTS: Preferred Promo Package**
   - $20 a week | $80 a month
   - In addition to your free calendar listing, your event will be featured on our event slider, and get weekly exposure on The Livingston Post’s Facebook page and Twitter feed.

9. **EVENTS: Premier Promo Package**
   - $65 a week | $260 a month
   - Our best events promotion value. In addition to everything in the Preferred Promo Package, you also receive a sidebar ad (350 x 250) that runs on all pages on The Livingston Post.

10. **EVENTS: Calendar Sponsorship** — $300 a year
    - Your logo will appear on our popular Community Calendar, as well as on The Livingston Post’s page footer as a Calendar Sponsor, all linked to your website.

11. **GET THE WORD OUT PACKAGE** — $600 a year
    - We will produce a feature story on your business, organization or event to run in our home page rotation, remain live for a year, and enjoy social media sharing once a month.
Why you should advertise with us

We like to think of ourselves as “Livingston County Specialists.” The Livingston Post — celebrating its first decade online — is a unique, independent, engaging site, built from the ground up by a band of smart, experienced and entertaining community journalists.

Our advertisers are unique, too, and they value our ability to reach Livingston County consumers who are engaged in the community, and who crave the kind of local information and opinion we offer.

The Livingston Post currently boasts over 1.85 million page views, year-to-date, an amazing number for an independent, local website.

A little more than a third of our website traffic is driven via social media. This means we have a dedicated following of readers who come directly to our site because they know they will always find new and interesting content. And when they come, our readers visit three different pages. That’s great news for our clients because it means their advertising dollars are efficiently spent.

Ready to get started?

Email info@thelivingstonpost.com or call (810) 623-9858 and let us know what you’re interested in. We’ll get in touch to get the ball rolling on an advertising program that will serve your business or organization well.