

DISPLAY ADVERTISING RATES

2011-2012



2337 Frankfort Avenue, Box 101
Louisville, KY 40206
www.frankfortave.com

The Guide to Historic Frankfort Avenue

Distribution: 40,000 (One Printing)

- 14,000 (1,170/mo) on-going distribution through the Frankfort Avenue Business Association (FABA)
- 26,000 (2,170/mo) on-going distribution in major downtown and east-end hotels, convention centers and other visitor attractions throughout Louisville and Southern Indiana

Professional ad design is available at no additional cost. For assistance with your display ad, please contact *Brianne Collier, Burch Associates, Inc. at 895-4881 ext. 108.*

Participation

- All paid FABA Members receive a “free” listing including name and address, phone number or website address, plus 50-character description (e.g., The quick brown fox jumps over the lazy dog. = 44 characters)
- F.A.T. Friday Trolley Hop Sponsors receive a “free” expanded listing (100 total characters) with the Trolley Hop logo
- All display ads are full color

1/8 page = \$600*

1/4 page = \$1,000* Includes expanded 100-character listing.

1/2 page = \$1,750* Includes expanded 100-character listing, plus color photo.

Full Page = \$3,000* Includes expanded 100-character listing, color photo, plus 1/2 page of advertorial in *The Guide*.

Covers = Inquire Reserved for major sponsors of F.A.T. Friday Trolley Hop. Contact us for details.

* Display Advertising rate discount available if payment is received by Saturday, July 30, 2011. See Display Advertising Order for details.



The Guide to local shopping, dining and entertainment in the Historic Frankfort Avenue corridor

Articles include Frankfort Avenue corridor history, F.A.T. Friday, neighborhood associations and community information

Color photo, with 1/2 page ad

Free FABA member listing

1/2 page ad



Trolley Hop Sponsor listing

1/4 page ad, horizontal



1/4 page ad, vertical



1/8 page ad

*Publisher reserves the right to refuse any advertisement deemed inappropriate with the character of this publication.