



# Local First

*support locally owned business*

## ADVERTISING GUIDE

Local First offers a robust audience of West Michigan consumers and businesses. Make the most of your membership and invite thousands to become your most profitable customers!

Contact [advertising@localfirst.com](mailto:advertising@localfirst.com) for availability!

### THE AUDIENCE

#### WEBSITE TRAFFIC

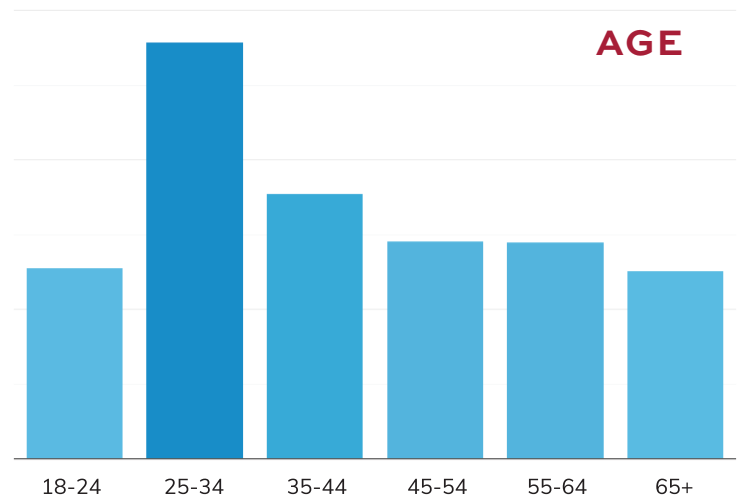
- 80K+ Views in 2019
- 18K+ Views in the online directory (most-viewed page)

#### MEMBER NEWSLETTER

- 700+ Decision-makers
- Great for B2B communication

#### LOCALIST NEWSLETTER

- 6K+ Subscribers
- Consumers ready shift their spending



## SPECS & PRICING

We offer a variety of price points and sizes to fit your needs.

Learn more by emailing [advertising@localfirst.com](mailto:advertising@localfirst.com).

Banner Ad 728x90

Boosted  
Listing  
SQUARE

Tile Ad  
300x250

### PLEASE NOTE

- Payment is due before ad placement
- All ads (except the Boosted Listing) include a link to a URL of your choosing
- All artwork is subject to approval by Local First

LOCATION	COST
<b>WEBSITE</b> (cost per month)	
<b>HOMEPAGE</b>	<b>\$150</b>
<b>ONLINE DIRECTORY</b>	<b>\$200</b>
<b>TARGETED ONLINE DIRECTORY</b>	<b>\$250</b>
<b>BOOSTED LISTING</b>	<b>\$300</b>
<b>EMAIL MARKETING</b> (cost per newsletter)	
<b>MEMBER NEWSLETTER</b>	<b>\$300</b>
<b>LOCALIST NEWSLETTER</b>	<b>\$300</b>

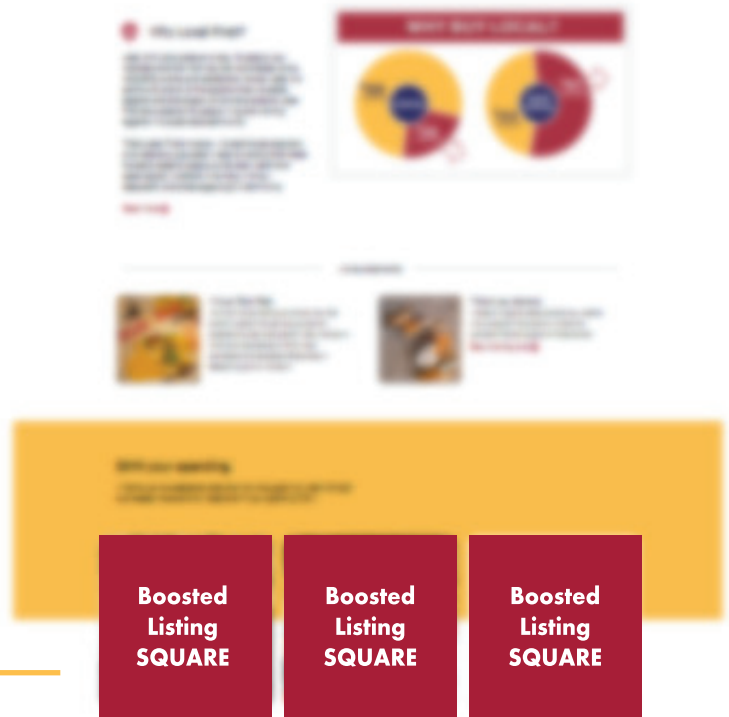
## AD LOCATIONS

The Local First website is set up to highlight local businesses. See what each location looks like on the site.

More on the next page!

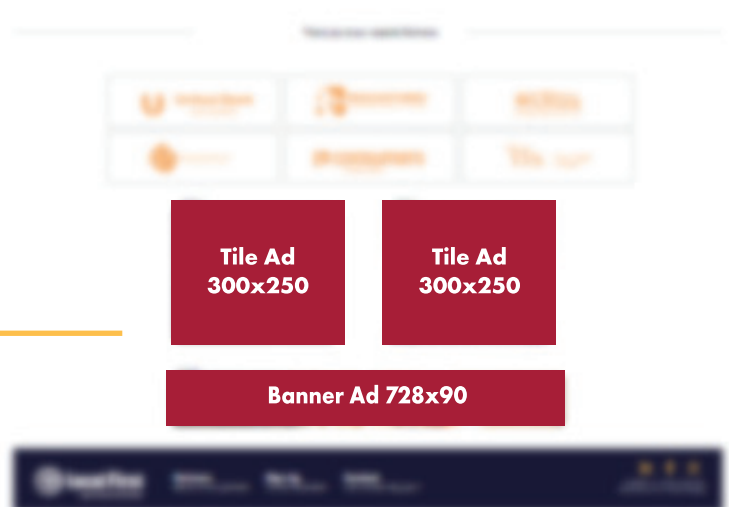
### BOOSTED LISTING

- Turn your business listing into an ad on the homepage
- No additional artwork needed (if you already have a listing image)
- Won't be hidden by an ad blocker



### HOMEPAGE

- Front page of the website
- Include a link of your choosing
- Most trafficked page of the Local First website



# AD LOCATIONS CONT'D



**Tile Ad  
300x250**

**Tile Ad  
300x250**



**Banner Ad 728x90**



## ONLINE DIRECTORY

- Placement in the first page of the online directory
- Speak to an audience of consumers who want to support local businesses

## TARGETED ONLINE DIRECTORY

- Placement in one of our 20 business industry categories
- Target the consumer who is already searching in your business category (ex. restaurants, food, & beverage, business services, banking and finance, etc.)

# AD LOCATIONS CONT'D



## EMAIL NEWSLETTERS

Feature your business alongside Local First news and updates and sent to either a business or consumer audience.

Local First sends two (2) member newsletters and one (1) Localist newsletter per month. Ad reservation prices are per newsletter.

- Static ad space – limited spots available
- Include a link of your choosing
- Tile ads come with additional space for 50 words of copy, to be submitted along with ad artwork

