



# LOUISVILLE CHAMBER OF COMMERCE COMMUNITY GUIDE & DIRECTORY 2026

ADVERTISING OPPORTUNITIES



*in partnership with*



# Greetings

## LOUISVILLE CHAMBER OF COMMERCE MEMBERS

We are pleased to announce our partnership with Lunar Cow Publishing, a firm specializing in marketing for the Louisville Chamber of Commerce 2026 Directory & Go Guide. We are excited about the opportunities this modernized publication will offer your business and the visibility it will bring throughout the community.

The 2026 Directory & Go Guide is our premier promotional piece, serving as the go-to resource for residents, visitors, and business leaders. 10,000 printed copies will be distributed citywide at Chamber events, City facilities, and key business locations, with expanded reach through our digital GoGuide®, which delivers over 260,000 impressions annually and allows advertisers to update content quarterly at no additional cost.

Your digital advertisement will link directly to your website, providing readers one-click access to your business. Together, these combined print and digital platforms ensure your message is seen across Louisville and beyond.

Please find the advertising rates and participation details included. To learn more, visit our Member Resource Page to view the full Directory & Go Guide packet including our distribution plan. If you have questions or wish to participate, contact Lunar Cow Publishing at 800.594.9620 (ext. 1) or [adsales@lunarcow.com](mailto:adsales@lunarcow.com), or feel free to reach out to the Louisville Chamber team directly. Payments may be made through Lunar Cow or invoiced directly by the Chamber for your convenience.

Ad reservations are open now through December 31, 2025, with publication in April 2026

We look forward to showcasing your business in the 2026 Louisville Chamber Directory & Go Guide and celebrating another successful year of connection and promotion.

Sincerely,  
**Gillian Millar, Executive Director**  
Louisville Chamber of Commerce

**MEMBER RESOURCE PAGE**  
[louisvillechamber.com/member-resources](http://louisvillechamber.com/member-resources)

**CONTACT THE CHAMBER DIRECTLY AT**  
[membership@louisvillechamber.com](mailto:membership@louisvillechamber.com)



## LOUISVILLE CHAMBER OF COMMERCE COMMUNITY GUIDE & DIRECTORY 2026

### DON'T HAVE AN ADVERTISEMENT?

No problem. We will build you an ad free of charge once you upload your photos, logo and copy into the Observatory.

### PUBLISH

**10,000 COPIES OF THE COMMUNITY  
GUIDE & DIRECTORY 2026 ARE  
DISTRIBUTED IN PRIME LOCATIONS TO  
REACH NEW CUSTOMERS**

### SUPPORT

#### QUESTIONS?

Contact Advertising Sales at  
**800.594.9620 Ext. 1**

### UPLOAD ADVERTISEMENT ART TO **OBSERVATORY.LUNARCOW.COM**

Lunar Cow will send you an email with instructions to get you started.

Published by



800.594.9620 ext. 1  
[adsales@lunarcow.com](mailto:adsales@lunarcow.com)  
[lunarcow.com](http://lunarcow.com)

TO PURCHASE AN ADVERTISEMENT AND FOR MORE INFO, VISIT  
**[RATECARD2.LUNARCOW.COM/LOUISVILLE-2026](http://RATECARD2.LUNARCOW.COM/LOUISVILLE-2026)**



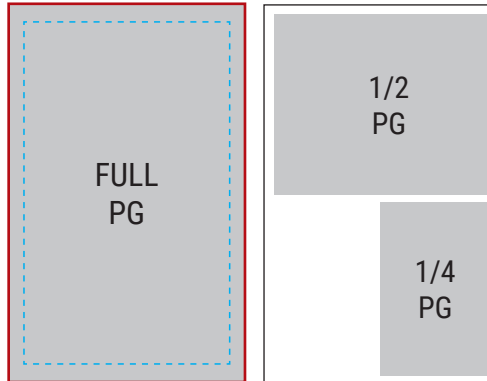
# ADVERTISING SPEC SHEET

We've moved to a DIGEST-SIZE FORMAT, perfect for our expanded distribution plan and designed to be easier to pick up, share, and keep at Chamber and community events throughout the year.



FULL PAGE	WIDTH	HEIGHT
Ad Size	5.625"	8.625"
Live Area/Text Safe Zone	4.875"	7.875"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	4.875"	3.875"
1/4 Page	2.375"	3.875"



2-page spread specs are available upon request.

--- **LIVE AREA/TEXT SAFE ZONE** (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)

— **AD SIZE** (This is the full size of the ad. The page's bleed is included in this dimension.)

## TEMPLATE AD

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address.

**SEE TERMS ON THE ADVERTISING RATES PAGE**

## ADVERTISEMENT AND ART REQUIREMENTS

**CMYK  
COLOR  
SPACE**

**300 DPI  
RESOLUTION  
ONLY**

**INCLUDE BLEED  
AND TRIM FOR  
FULL PAGE ADS**

**PUBLISHER FILES AND  
WORD DOCUMENTS  
WITH EMBEDDED  
IMAGES ARE  
NOT ACCEPTED**

## ADVERTISEMENT ART UPLOAD

### UPLOAD ADVERTISEMENT ART TO OBSERVATORY.LUNARCOW.COM

Lunar Cow will send you an email with instructions to get you started.

### DON'T HAVE AN ADVERTISEMENT?

No problem. We will build you an ad free of charge once you upload your photos, logo and copy into the Observatory.

## TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Louisville Chamber of Commerce. Payment is due upon receipt of invoice.

**ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all advertisers, no advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

Lunar Cow Publishing and Louisville Chamber of Commerce reserve the right to reject advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Louisville Chamber of Commerce also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.

# ADVERTISING RATES



## PREMIUM PAGES (ONLY PREMIUM ADVERTISING POSITIONS ARE GUARANTEED)

• Back Cover	\$2,000
• Inside Front Cover	\$1,750
• Inside Facing Front (Page 3)	\$1,750
• Inside Back Cover	\$1,750
• Inside Facing Back	\$1,750

## INSIDE PAGES

• Full Page	\$1,150
• 1/2 Page	\$750
• 1/4 Page	\$600

TO PURCHASE AN ADVERTISEMENT AND FOR MORE INFO, VISIT  
**[RATECARD2.LUNARCOW.COM/LOUISVILLE-2026](http://RATECARD2.LUNARCOW.COM/LOUISVILLE-2026)**

## ADVERTISEMENT OPTIONS

**FREE\* Advertisement Design** when providing your required content: Photo(s), Logo, Text and Contact information

**Reprint** previous advertisement  
*If applicable*

**Make updates** to previous advertisement  
*If previously designed by Lunar Cow Publishing*

**Upload my own completed advertisement**  
*Built to Lunar Cow Publishing's specifications\*\**

**\*UP TO 3 REVISIONS ALLOWED FOR FREE ADVERTISEMENT DESIGNS. FURTHER REVISIONS WILL INCUR A FEE OF \$125.**

**\*\*IF YOUR UPLOADED ADVERTISEMENT IS NOT BUILT TO THE CORRECT SPECS, IT IS REJECTED AND UPLOAD OF A NEW ADVERTISEMENT AT THE CORRECT SPECS IS REQUIRED.**

**LUNAR COW RESERVES THE RIGHT TO CREATE A TEMPLATE ADVERTISEMENT FOR YOU AFTER 45 DAYS. NO REVISIONS ALLOWED, EXCEPT FOR ERRORS.**

**SEND PAYMENTS  
MADE PAYABLE TO:**

**LOUISVILLE CHAMBER OF COMMERCE  
901 MAIN ST.  
LOUISVILLE, CO 80027**