

2026 Chamber Directory & Go Guide

Your Business. Front and Center. All Year Long.

The Louisville Chamber's annual **Directory & Go Guide** is one of the most powerful ways to keep your business visible in our community. With both print and digital distribution, advertisers stay in front of customers right where they make decisions — at community events, city facilities, entertainment venues, and online.

More than a directory, this is a **living marketing platform** designed for year-round engagement and measurable reach.

What's New for 2026

We've redesigned the Directory & Go Guide to deliver more value than ever.

The 2026 edition features a **digest-size format** — perfect for high-traffic events and visitor destinations across the city. The printed guide includes **evergreen content** that stays relevant all year long, while the digital Go Guide will refresh throughout the year with seasonal features, updated member listings, and advertiser ad revisions.

We've also **expanded our physical and digital distribution network** to ensure your business is seen — everywhere residents, visitors, and employees spend time in Louisville.

Your business stays **top of mind all year long**.

Why Advertise

Because this guide drives customers to your business.

Your investment delivers:

- New customer acquisition
- Brand recognition where buying decisions happen
- Workforce visibility — employees spend locally
- Visitor spending from event-driven distribution
- Reinforced Shop Local behaviors

Your ad becomes **the recommendation**.

Distribution Overview

10,000 printed copies + always-on digital access

Print distribution includes:

- Mailed to every Chamber Member
 - Featured at major events: *Taste of Louisville, Pints in the Park, Louisville Street Faire, Farmers Market, and First Fridays*
 - Available year-round at: *City Hall, Library, Recreation & Senior Centers*
 - Daily access at the Chamber Office + Main Street locations
 - Placed at high-traffic Chamber member businesses including:
 - Tilt Pinball / Louisville Underground
 - Relish Pickleball
 - Rocky Mountain Tap & Garden
 - Local Banks
 - Avista Hospital
 - Plus — distribution by participating advertisers (secondary circulation)
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Digital & Mobile Reach

A seamless companion to the printed guide:

- Mobile-friendly **online version**
- Business directory with **direct website links**
- Featured in **Chamber newsletters** + social campaigns
- Promoted through **City and partner channels**, including billing inserts and *Louisville Lantern* distribution to all residents
- **QR code access** throughout the community

Your visibility continues long after the print copy is picked up.

Audience Reach & Impressions

Channel	Annual Impressions
Print circulation	30,000+
Digital guide views	50,000
Digital & social promotion	50,000+
Major event exposure	150,000+
Total Verified Impressions	260,000–300,000+
Estimated Unique Viewers	50,000–60,000 local + visitors

High frequency = stronger brand memory & ROI.

For most placements, this program costs **less than half a cent per impression** while keeping your business in constant circulation.

Living Editorial & Advertising Content — Always Current

Your message evolves with your business.

- ✓ Spring/Summer Editorial — April 2026
- ✓ Fall/Winter Digital Refresh — September 2026
- ✓ Annual Planning Update — January 2027
- ✓ Up to **4x advertiser artwork updates included**

Professional Design Included

Every advertiser receives:

- Custom ad design
- Artwork files to reuse across your marketing
- Direct collaboration with professional designers
- No design cost — no DIY stress

Advertising Options & Rates

Premium Positions

(Highest-visibility placements — limited availability)

Placement	Rate
Back Cover	\$2,000
Inside Front Cover	\$1,750
Inside Facing Front	\$1,750
Inside Back Cover	\$1,750
Inside Facing Back	\$1,750

Standard Ad Sizes

Ad Size	Rate	Best For
Full Page	\$1,150	Full brand storytelling
Half Page	\$750	Key customer messaging
Quarter Page	\$600	Brand presence + contacts

All ads include quarterly updates + professional design.

“Businesses aren’t just buying ad space — they’re joining a year-round marketing campaign that keeps them visible, connected, and top of mind in Louisville.”
— **Gillian Millar, Executive Director**

Ready to Grow Your Visibility?

Contact the Chamber today to **reserve your placement**. Email Membership@louisvillechamber.com for more information.
Premium spots sell out early.