



2027 MEDIA KIT

LINK
NKY
www.linknky.com

CityBeat
www.citybeat.com

Why you should advertise with LINK nky & CityBeat

Local Stakeholders

Our writers are local. Our readers are local. Our advertisers are local. LINK advertisers aren't going up against national brands or entering competitive ad auctions. We proudly rotate a handful of relevant advertisers to complement our local, public interest content.

Valuable Impressions

Our hyperlocal content delivers built-in authenticity, and as the only print news publication dedicated to Northern Kentucky, LINK offers the highest impression level in the market.

Measurable Results

We offer robust reporting so you can clearly see the return on your investment. Our best-in-class metrics include timely, professional reports on geographic locations, clickthrough rates, distribution areas, demographic details and more.

Reasonable Price

From full-page spreads to simple advertisements, we offer opportunities that can meet most any budget or goal.



2.3 million people
in Greater
Cincinnati



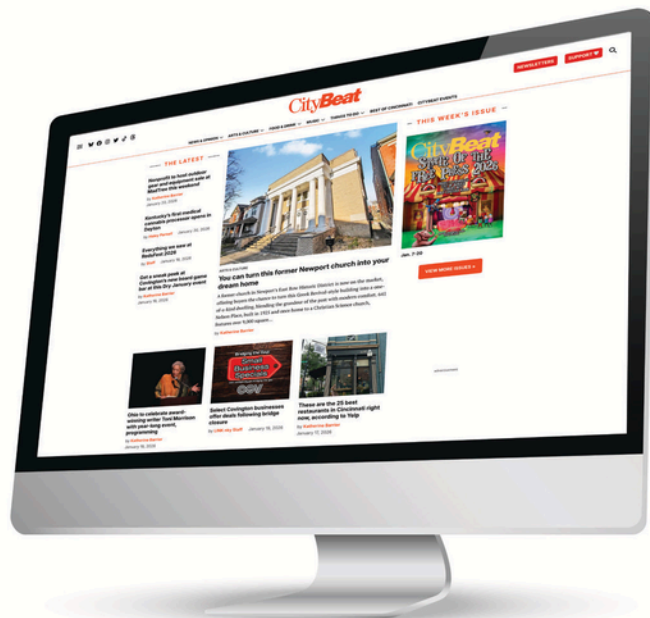
400K social
media followers



400K monthly
website visitors



90,000+ email
subscribers



859.878.1669



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marketing@linknky.com



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sales@citybeat.com

The LINK Reader & CityBeat Ad Dimensions

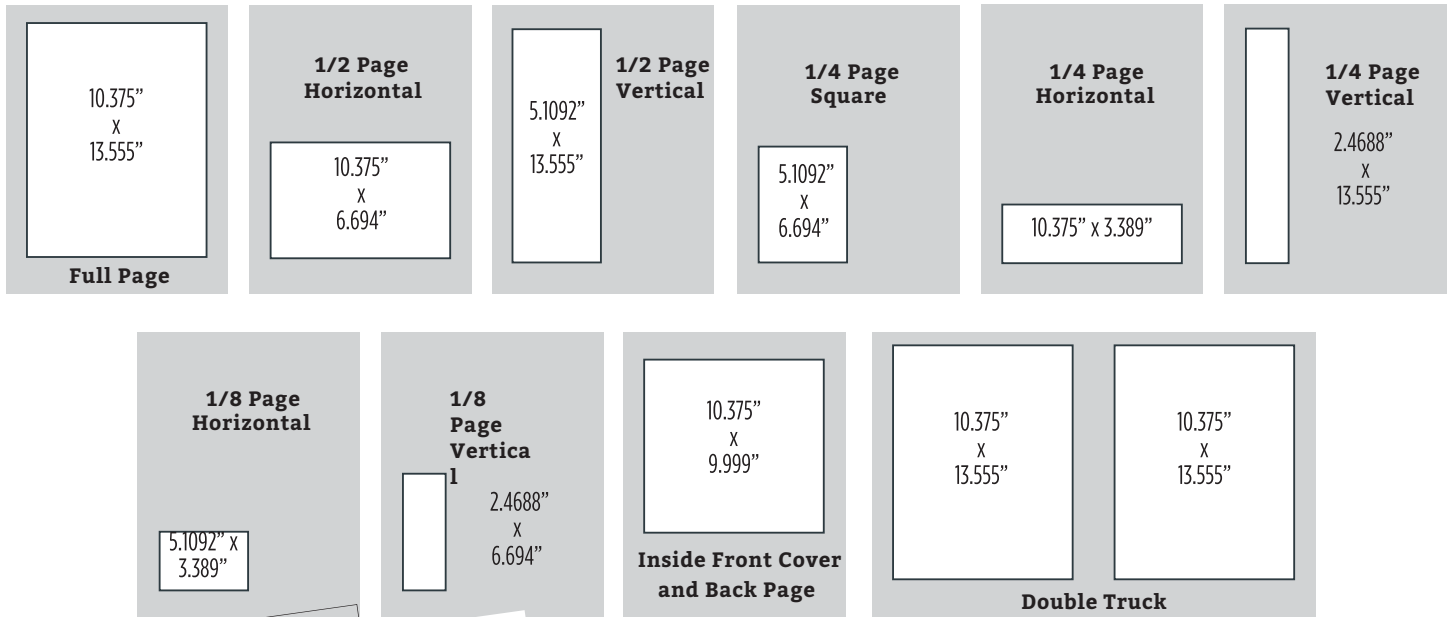
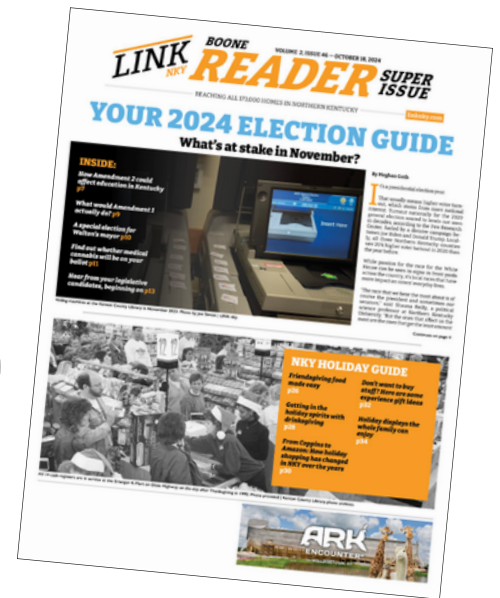
Arts In The Region
2/17/27

Election Guide
4/30/27

Who are we
as a Region?
7/28/27

Election Guide
10/15/27

REACHING 177,000 HOUSEHOLDS



Arts In The Region
2/17/27

Best of Cincinnati
4/28/27

Who are we
as a Region?
7/28/27

Annual Manual
10/13/27

REACHING 230,000 HOUSEHOLDS

LINK nky & CityBeat

Digital Inventory

LINK
NKY

Each week, LINKnky.com averages over 120,000 page views and 85,000 unique visitors with a click-through rate that is higher on average than Google ad placements.



Over 120K
Page Views/Week



85K Unique
Visitors/Week

CityBeat

Each week, CityBeat.com averages over 80,000 page views and 55,000 unique visitors with a click-through rate that is higher on average than Google ad placements.



Over 80K
Page Views/Week



55K Unique
Visitors/Week

SUPER BILLBOARD

Prominent placement, top performing - 2000x500 (fixed)



PREMIUM SIDEBAR

Excellent placement - 300x250 (fixed)



TOP BILLBOARD

Results driven- 720x150 (fixed)



LEADERBOARD

Great placement - 970x250 (fixed)



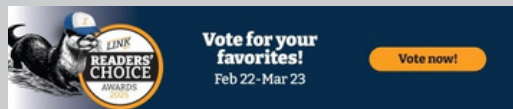
SIDEBAR

Affordable option - 300x600 (fixed)



BANNER

Affordable option - 600x125 (fixed)



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Email Offerings



The Daily LINK hits 13k subscribers inbox every weekday, Monday through Friday, at 6:45 a.m. The open rates average 55%, and the click-through rate is 15%. Both performance measures far exceed industry standard.



The Weekend LINK hits inboxes every Saturday at 8 a.m. It is a round-up of the top stories of the week.



The Sports LINK is a new newsletter highlighting high school sports. Hits inboxes every Monday at noon.



The Business LINK hits inboxes every Tuesday morning sharing all our NKY business news and reporting.



The Arts & Events LINK hits inboxes every Thursday at Noon. A great way to find things to do across NKY and a collection of our latest arts and culture reporting.



The Weekly *Beat*

The Weekly Beat: Weekly headlines roundup. Sends Wednesday at 10 a.m.

The Events *Beat*

The Events Beat: "Things to do this weekend" leads plus a roundup of events stories. Sends Thursday at 10 a.m.

The Eats *Beat*

The Eats Beat: Roundup of dining and drinks stories. Sends Friday at 10 a.m.

The Culture *Beat*

The Culture Beat: Roundup of arts and culture reporting plus the weekly slideshow. Sends Saturday at 10 a.m.



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LINK nky & CityBeat Sponsored Content & Social Media

Content We Create for You:

Written by our marketing experts, deployed on our news websites and pushed through our social media channels.
Custom content marketing packages available.

Your Content Shared on our Platforms:

Created by Advertising Partner, deployed on our news websites and pushed through our social media channels.
Custom content marketing packages available.

WRITTEN

- Promotional piece
- Spotlight piece
- Explainer piece

VIDEOS/REELS

- Influencer-style video/reel
- Informative video/reel
- Spotlight video/reel

EMAIL BLAST

- Custom email
- Sent to over 65K opt-in subscribers (CityBeat only)

SOCIAL POSTS

- Influencer posts
- Promotional posts
- Spotlight posts

Social Media Followers:



173K



60.4K



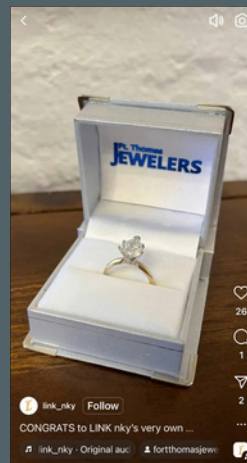
138K



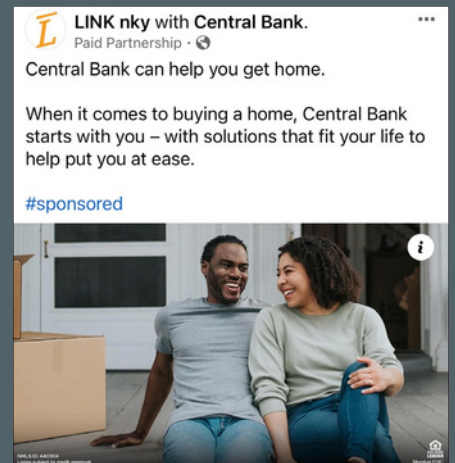
4.8K

Examples:

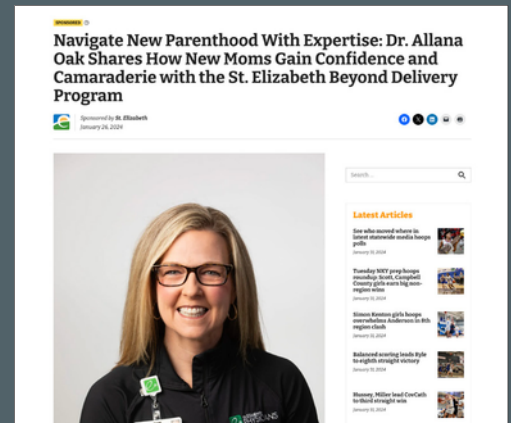
Videos/Reels



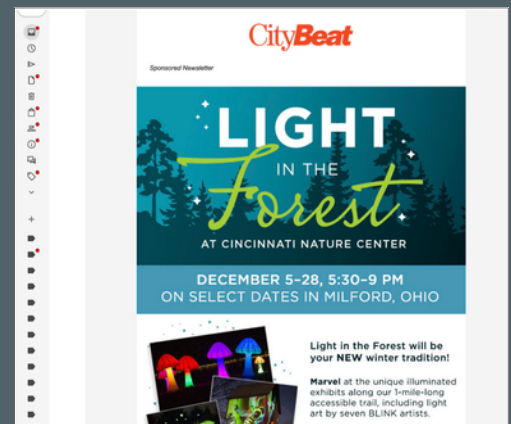
Social Posts



Written



Email Blast



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LINK nky & CityBeat

Event Sponsorships



LINK nky hosts 3–4 Friends of LINK events each year, from happy hours and local sporting events to ice cream socials and office open houses. These smaller gatherings give brands a casual, face-to-face way to connect with Northern Kentucky residents.



Each October, approximately 100 community and business leaders, readers and supporters come together to celebrate LINK nky's birthday. Multiple sponsorship tiers give brands visibility among an engaged Northern Kentucky audience.



Best of Cincinnati® is a celebration of greatness in our city, bringing approximately 300 guests together each May. Multiple sponsorship tiers give brands the opportunity to be part of one of CityBeat's signature annual celebrations.



CityBeat's annual Margarita Madness brings approximately 800 attendees together each August for margaritas, food and live music on the iconic Purple People Bridge. Multiple sponsorship tiers offer brands visibility leading up to the event and throughout the night.



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LINKnky Public Notices

LINK nky is legally considered the Paper of Record for all government entities required to post public notices

Legal Advertisements:

Run your legal advertisements with us! Enjoy LINK nky's easy process for posting and managing your public notices.

Our public notice system comes with free training and a self-service portal where you can post your ads instantly on our website.

This process is affordable and convenient, and if you have questions, a member of our staff can help you by phone or by email.

If you are interested in running legal advertisements with LINK nky on our website, please contact Shelly Braun.

\$21/inch

Email: Sbraun@linknky.com | Phone: 859.878.1669

Self-service Portal:

New Notice

Provide Customer Information

The publisher will reach out if they have questions about your notice.

Email address *

Enter email address

First name *

Enter first name

Last name

Enter last name

Phone number

Enter phone number

Address 1

Enter address 1

Address 2

Enter address 2

City

Enter city

Zip code

Enter zip code

State

Select state

Organization name

Organization

Next

Examples:

LINK READER

Public Notice

The City of Edgewood has adopted the Financial Statements and Independent Auditor's Report for FY ending June 30, 2023. The audit may be viewed in full on our website.

KENTUCKY

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Request for Proposal

The City of Erlanger is accepting bids for the Exclusive Motor Vehicle Towing and Storage Service Franchise. Bid information may be viewed in full at www.erlangerkv.org

KENTUCKY

LINK READER

Public Notice

Concord Route 57, Inc. 105 Hidden Ridge Ct., Highland Heights KY. 41076 hereby declares intention to apply for a 019-NQ4-2122 NQR 4 Retail Malt Beverage Drink License

KENTUCKY

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LEGAL NOTICE The Bellevue Board of Adjustments will hold a public hearing on Monday, February 5, 2024 at 6:00 P.M. at the Callahan Community Center, 616 Poplar St

KENTUCKY

LINK READER

Request for Proposal

KRS 424.145 NOTICE OF ADVERTISEMENT Northern Kentucky Water District Invitation to Bid – 2024 Materials Bid – supply of service supplies, water main pipe, and other

KENTUCKY

LINK READER

Public Notice

The City of Crescent Springs has completed its annual audit for FY 2023 which may be viewed in full online at <https://www.crescent-springs.ky.us/government/administration>

KENTUCKY

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Northern Kentucky Water District Invitation to Bid – Electric Motor Repair for Pump No. 1 - Ohio River Pump Station 1 – involves repairing an existing electric motor on a

KENTUCKY

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CITY OF COVINGTON, KENTUCKY NOTICE OF ALTERNATIVE INTERNET POSTING PURSUANT TO KRS 424.145 The City of Covington, Kentucky adopted Ordinance O

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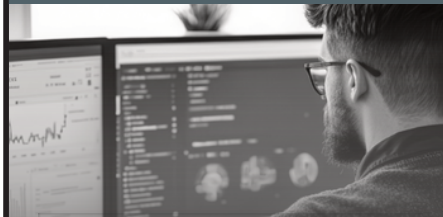
LINK nky & CityBeat Customized Agency Services

Geofencing



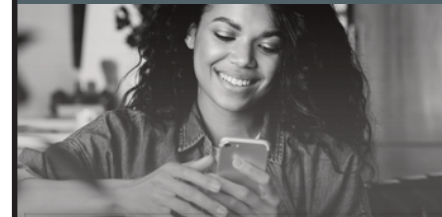
Targeting customers that have stepped foot in an actual real world location. We then have the ability to tell you when someone is served an ad from a geofence then walks into your brick and mortar business.

Local SEO



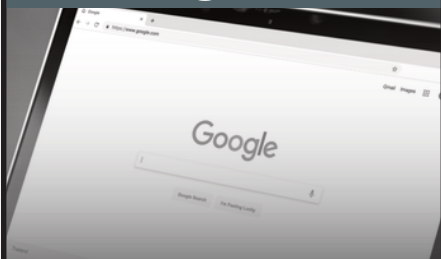
Customers ask questions about your brand every day, all across the internet. Deliver verified answers and information to your potential customers.

Social Media



Serve ads on Facebook, Instagram, and YouTube to your target audience. We can also make posts and engage with your followers.

Google Ads



Target customers that go to Google for their answers. Make sure your business is one of the first in the search.

Recruitment Ads



Targeted job posting to quickly fill positions and increase job candidate engagement.

Over the Top Television



Targeting customers with streaming television ads on their mobile devices, computers, and smart TVs. We have the ability to track foot traffic back to your business after a commercial has been viewed through our OTT & CTV tactic.

Blended Tactics



Targeting customers based on their online behavior according to what they read, search, and websites they visit.



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