



Casper WYOMING

LIVABILITY.COM/WY/CASPER

MEDIA KIT 2025



▲
Leverage
Livability.com
to attract talent,
tourism and
investment.



LIVABILITY
MEDIA



“Livability and its resources are a powerful tool used to attract new employees and recruit new businesses to Casper. It highlights our communities’ assets and local businesses. Embrace the power of Livability and its resources as they are the keys to unlocking a brighter future!”

– Justin Farley, President/CEO, Advance Casper

Casper thrives when businesses, families and professionals choose to invest in our community, and we are committed to sharing our unique attractions and enviable quality of life to those searching for them. That’s why Advance Casper and the Casper Area Chamber of Commerce has once again partnered with Livability Media to create a powerful marketing campaign that positions our community as a premier destination to live, work, visit and do business.

Livability Media specializes in connecting people with communities. Their curated digital and print campaigns capture the heart and soul of vibrant communities like ours, reaching the very people our community aims to attract. Through captivating stories and stunning visuals, their team of content creators showcases the exceptional lifestyle, amenities and economic advantages our community offers.

Through a multiyear print and digital program:

- Casper will be featured prominently on **Livability.com**, a national website **attracting millions of visitors annually**.
- Key audiences will receive a high-quality print publication and access to the interactive digital magazine, **Livability Casper, Wyoming**.
- **Targeted social media campaigns** will generate interest in Casper’s incredible amenities and opportunities.

Our Livability Media representative, **Eli Stone**, will be in touch to discuss how Livability can help your business thrive in Casper. Please feel free to contact him at estone@livmedia.com or at **(615) 656-6653** to schedule an in-person or Zoom meeting.

Help us introduce and reinforce your brand to local business owners, community members, newcomers and visitors in Casper!



JUSTIN FARLEY
President/CEO
Advance Casper

TINA HOEBELHEINRICH
President/CEO
Casper Area Chamber of Commerce



**LIVABILITY
MEDIA**

Livability MEDIA

For 30 years, Livability has worked with hundreds of communities developing content marketing programs showcasing why they are a great place to live. Today, we are one of the leading online resources used for researching communities. We serve as trusted partners to cities, businesses and economic development organizations nationally.



ANNUAL TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability’s editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of page views annually from visitors nationwide and has been cited by CNBC, MarketWatch, realtor.com and countless local media outlets coast to coast.

As seen on:



CUSTOM RESEARCH

- We distribute our research findings via periodic white paper releases throughout the year.
- Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. Learn more with our targeted research on where Americans are living and what motivates them when it comes to moving.
- We partner with Ipsos, a leading international market research firm, to study relocation habits and glean relevant, data-driven knowledge to inform our work.



PODCAST

Listen to Inside America’s Best Cities with host Amanda Ellis, editor-in-chief of Livability.com, as she delves into talent attraction and economic development topics, explores some of America’s hidden gems and highlights the people behind the scenes who make an impact on communities and their livability.

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.



Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in Casper. The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.





Digital

INTERACTIVE DIGITAL
MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE
DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



Premium

SPONSORED CONTENT
& BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts

RESEARCH GUIDES OUR CONTENT DEVELOPMENT

- Download the latest surveys at livabilitymedia.com/white-papers



THE POWER OF PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.



Relocation Reach

A key publication focus is to attract newcomers, visitors and qualified talent to your community, showing them what's great about living and working here. Advance Casper and the Casper Area Chamber of Commerce utilize this publication as a recruitment tool, inserting copies into mailed packets, emailing the digital edition, and making copies available at expos and conferences.

Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

Does your website have a section explaining why your community is such a great place to live and work?

Add a URL link that connects to the city and state pages on livability.com to give your prospects added insight into our community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

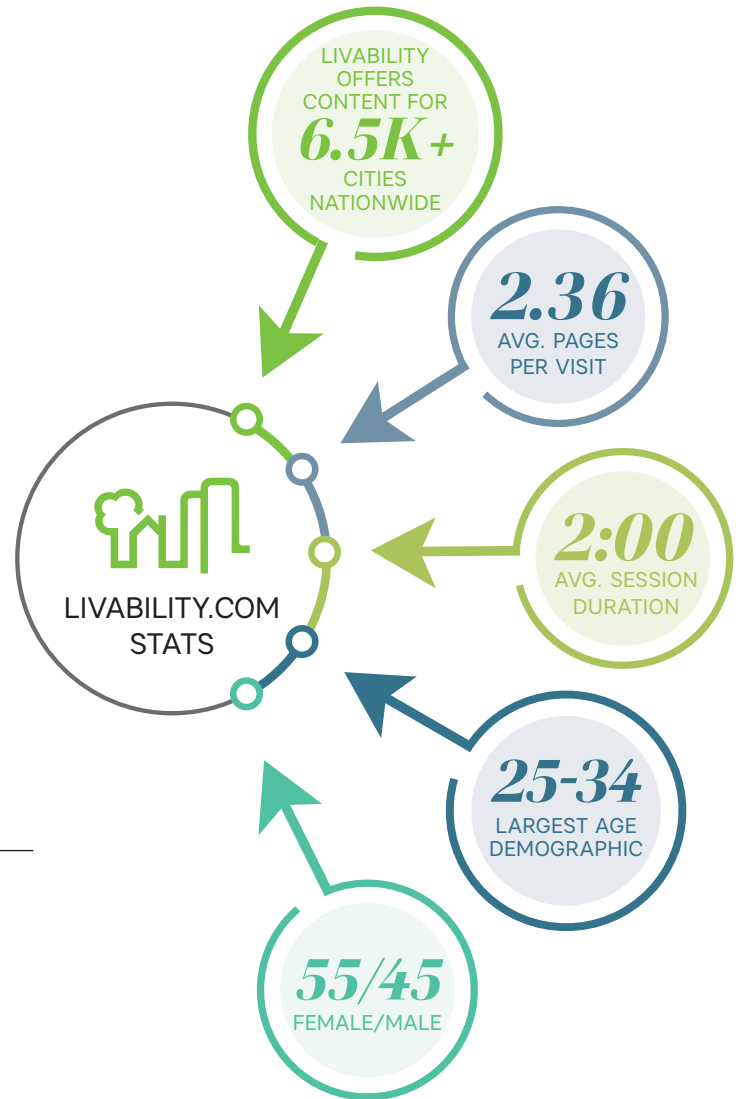
Community pride and personal connection are key elements in talent attraction – and talent retention.

Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.

Digital Marketing TO A NATIONAL AUDIENCE

Livability.com is telling the story of Casper, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in Casper.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life



Exposure on Livability.com offers a wide variety of digital content touch points reinforcing Casper's status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.



ANNUAL TOP 100 BEST PLACES TO LIVE

Where are the best cities in America to create a life you love, even if you're an average earner? Our list's big differentiator is affordability. We take it seriously: Only cities with a median home value of \$500,000 or less have a shot at making our best places list.

► Visit [livability.com](https://www.livability.com) to see who's on the list this year.

Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

This is not your grandfather's brochure. It's a state-of-the-art magazine-within-a-magazine – about your business or a particular aspect of your business. It will reach your audience in print, online and via social media – capitalizing on the content marketing trend that has been embraced by large and small brands everywhere. Our sponsored content program uses the power of engaging editorial, photography and illustration to capture reader attention and give you multiple ways to reach them.



BRAND STORIES

So you'd like to see a story about your business? Well, there's a way to make that happen. A Livability Media Brand Story specialist will collaborate with you on an article idea to interest the audience you want to reach. Then a Livability writer will research and write the article and a Livability designer will format it in the overall tone and style of all other Livability articles.

Brand Stories are written in a style that's not overly promotional or self-serving. Today's readers don't have time for that and millennials in particular are wired to sniff out and reject obvious sales pitches.

Digital PREMIUMS



Expand your reach and brand through additional online opportunities. Ask your sales representative for more information.

ONLINE CATEGORY SPONSORSHIP

This opportunity includes recognition with a custom sponsor text ad on the city landing page, plus one exclusive ad unit on all articles within your chosen category. Your ad will also rotate throughout the city section as general placement. **Choose one of the following categories: Experiences & Adventures • Food Scenes • Healthy Places • Affordable Places to Live • Where to Live Now • Education, Careers & Opportunity • Love Where You Live.**

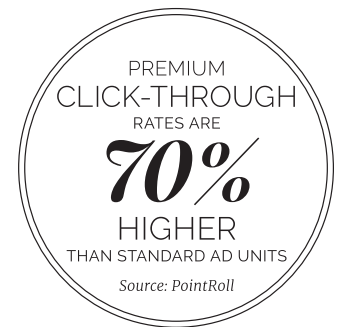
PREMIUM STATEWIDE EXPOSURE

These positions display on your state page, statewide articles and selected city pages, reaching visitors who search for information about various locations within the state.

PREMIUM DISPLAY AD SIZES

Upgrade your standard leaderboard or medium rectangle display ad to a premium display ad size for greater impact:

- Billboard: Fills top-of-page horizontal position
- Half-Page: Fills dominant vertical position



ADHESIVE BANNER SPONSORSHIP

The Adhesive Banner display ad is positioned across the bottom of the page and visible as the user scrolls. One of five positions available, ads will rotate on city landing and article pages.

DIGITAL MAGAZINE SPONSORSHIP

This opportunity includes a Billboard or Leaderboard, a bottom Adhesive Banner and site recognition as the digital magazine sponsor linking directly to your website. One standard or premium sponsorship is available per digital magazine.



VIDEO SPONSORSHIP

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.

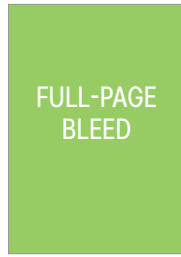
PRODUCT SPECIFICATIONS

Print Sizes



TWO-PAGE SPREAD

Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
(.25" on each side of the gutter)



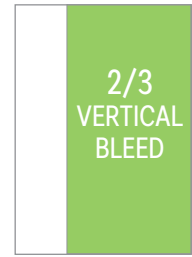
FULL-PAGE BLEED

Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h



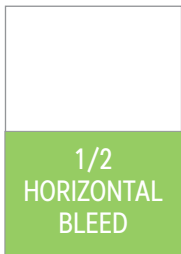
FEATURE JUMP

Bleed size: 16"w x 5.625"h
(left/right side & bottom)
Trim: 15.75"w x 5.5"h
Live area: 15.25"w x 5.25"h
(.25" on each side of the gutter)



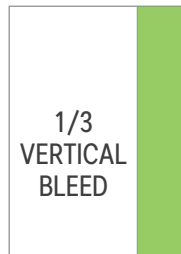
2/3 VERTICAL BLEED

Bleed size: 5.28"w x 11.125"h
Trim: 5.03"w x 10.875"h
Live area: 4.53"w x 10.375"h



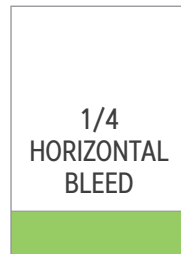
1/2 HORIZONTAL BLEED

Bleed size: 8.125"w x 5.625"h
(left/right side & bottom)
Trim: 7.875"w x 5.5"h
Live area: 7.375"w x 5.25"h



1/3 VERTICAL BLEED

Bleed size: 3.06"w x 11.125"h
Trim: 2.81"w x 10.875"h
Live area: 2.31"w x 10.375"h

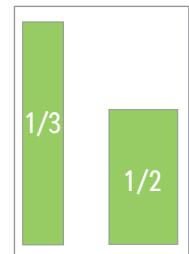


1/4 HORIZONTAL BLEED

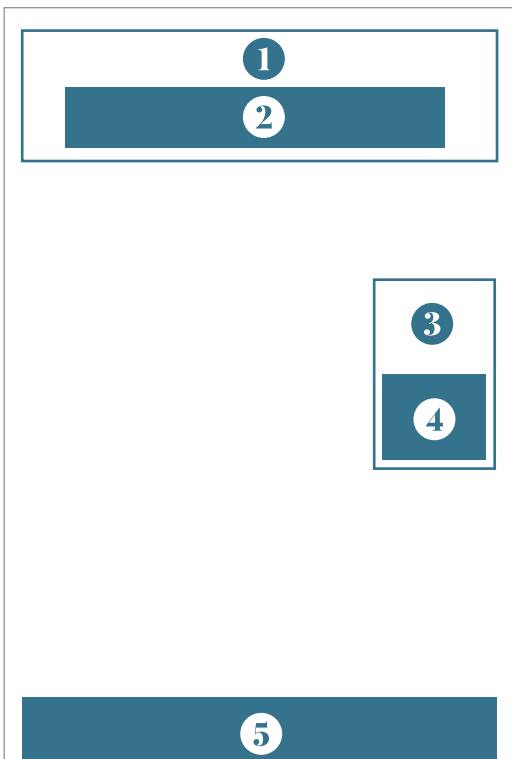
Bleed size: 8.125"w x 3.125"h
(left/right side & bottom)
Trim: 7.875"w x 3"h
Live area: 7.375"w x 2.75"h



1/3 HORIZONTAL
4.125"w x 4.625"h
1/2 HORIZONTAL
6.5"w x 4.625"h

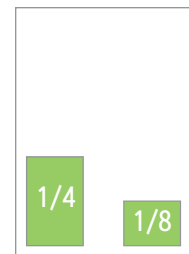


1/3 VERTICAL
1.937"w x 9.375"h
1/2 VERTICAL
4.125"w x 6.5"h



Online Sizes

- 1 BILLBOARD**
Desktop/Tablet: 970 pixels wide x 250 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 2 LEADERBOARD**
Desktop/Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 3 HALF-PAGE**
Desktop/Tablet: 300 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high
- 4 MEDIUM RECTANGLE**
Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high
- 5 ADHESIVE BANNER**
Desktop/Tablet: 970 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high



1/8 HORIZONTAL
3.16"w x 2.225"h
1/4 VERTICAL
3.167"w x 4.625"h

QUESTIONS?

Contact your sales rep or email ads@livmedia.com
Visit our Ad Resource Center at livabilitymedia.com/advertising.

DIGITAL SUBMISSION GUIDELINES

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at ads@livmedia.com or visit our Ad Resource Center at livabilitymedia.com/advertising.

VIA FTP: [HTTP://FTP.JNL.COM.COM/LOGIN](http://FTP.JNL.COM.COM/LOGIN)

Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit <https://www.livabilitymedia.com/html5> for more information on how to set up your HTML5 ad. Note its html file must be named index.html.
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel

PROOFING POLICY

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.



**LIVABILITY
MEDIA**

ADVERTISING OPERATIONS

Office: (615) 771-0080
ads@jnlcom.com
6550 Carothers Pkwy, Suite 420
Franklin, TN 37067
www.livabilitymedia.com



LIVABILITY
MEDIA

sales@livmedia.com • (615) 850-0300

6550 Carothers Parkway, Suite 420, Franklin, TN 37067