Luton Borough Council is pleased to offer Luton based businesses a prime opportunity to increase awareness and generate sales through advertising in the council’s digital newsletter, e-Luton.

Distributed on the second Thursday of every month, e-Luton is sent directly to the inbox of over 32,000 subscribers who have signed up to find out more about our town.

As residents have subscribed, this means our readers are highly engaged, which is reflected in above average open rates.

**Benefits:**
- Highly targeted, directly reaching 32,000+ subscribers
- Exclusivity, with only one commercial advertiser per edition
- Cost effective opportunity to generate quality leads
- Trackable results, with data on click through and open rates
- Opportunity to access audiences you may not have on your own mailing lists

**Artwork:**
The advertisement will feature as a content block, providing maximum flexibility and the opportunity to link directly to your own website, including:
- Your header (up to 35 characters)
- 200px x 200px Image (JPG, PNG or GIF format)
- Up to 180 characters of copy
- Your call to action (up to 20 characters)

Deadline for content is the first day of the month your advert is scheduled to appear.

**Advertising rates:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Price per Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>£480 + VAT</td>
</tr>
<tr>
<td>Community groups/charities/public sector</td>
<td>£240 + VAT</td>
</tr>
</tbody>
</table>

For further information and to book please contact our Sponsorship and Advertising team on 01582 546485 or email marketing@luton.gov.uk