



SOUTHERN LIGHTS 2024 MEDIA REVIEW

FEBRUARY 11, 2024





31st ANNUAL SOUTHERN LIGHTS

33 Nights in 2024

- **25,080 Cars**
1,889 cars on December 14
- **Community Outreach - Hosted:**
 - 1,039 First Responder/Military Families = \$36,365
 - A Kid Again Reception – 82 Families = \$4100 Value
 - 13 LexTran Buses - 420 people on 12/3 = \$3,250
 - Mustang Troop Family Outing= \$1,000





SOUTHERN LIGHTS MEDIA BUY SUMMARY

TOTAL VALUE \$60,281

TOTAL IMPRESSIONS 5,098,361





2024 MEDIA BUY
DETAIL

Total Impressions
5,098,361

Total Value
\$60,281

LEXINGTON		
TELEVISION		
STATION	#SPOTS/ IMPRESSIONS	SPEND
WLEX-TV	216/2,111,000	\$ 13,700.00
WKYT-TV	31/532,455	\$ 5,200.00
WDKY-TV	191/215,001	\$ 2,691.00
WTVQ-TV	166/398,211	\$ 4,300.00
Me-tv	73/ Not rated	\$ 640.00
RADIO		
STATION	# SPOTS/IMPRESSIONS	SPEND
MXL-FM/ The Cat	195/ 537,219 Impressions	\$ 5,641.00
WJMM-FM	35/Not rated	\$ 700.00
THE BEAT / CDA=FM, ESPN	232/232,010 Impressions	\$ 2,708.00
Radio Vida (Hispanic)	245/69,100 Impressions	\$ 700.00
K92 /lto	556/203,300 Impressions	\$ 3,101.00
iHeart Free PSA's (WBUL-FM, WRWD-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM)	99/58,800 Impressions	No charge
DIGITAL		
PUBLISHERS	IMPRESSIONS	SPEND
Ky.Com	125,000	\$ 1,500.00
Scripps:		
<i>Tv Streaming, Targeted Mobile Video</i>	See Below	
<i>Email Blasts, FB Branded content</i>	See Below	
<i>R.O.S. Display</i>	See Below	
	Total Impressions:	
	541,575	\$ 17,400.00
PRINT		
PUBLICATION	IMPRESSIONS	VALUE
Hamburg Journal (1/2 page)	Readership: 33,400	\$ 1,050.00
Tops In Lex half page Dec	Readership: 41,200	\$ 950.00





2024 SOUTHERN LIGHTS RADIO & TV SPOTS

RADIO

- 1,362 Spots
- 1,100,429 Impressions

TELEVISION

- 677 Spots
- 3,256,667 Impressions

Southern Lights & Stroll
Family, Unity & Peace
November 23RD
Presented by **CHI Saint Joseph Health**
KENTUCKY HORSE PARK
REGISTER NOW



Radio Ad

Radio PSA



Southern Lights
Powered By **Friends of Coal**
SOUTHERNLIGHTSKY.ORG
Friends of Coal Alltech GREEN'S TOYOTA OF LEXINGTON BallHomes KEENELAND Central Bank KU
KY Coal Keeps the Lights On a PPL company
CHI Saint Joseph Health Georgetown



2024 SOUTHERN LIGHTS Promotional Interviews

➤ **WKYT**

[Elizabeth Bartlett on Everyday Kentucky](#)

➤ **FOX56**

[Elizabeth Bartlett - Southern Lights](#)
[Elizabeth Bartlett on site at Southern Lights](#)

➤ **ABC36**

[The Southern Lights are Back](#)

➤ **LEX18**

[Best of Bluegrass with Sidney Barnett](#)



Views from the Holiday



2024 SOUTHERN LIGHTS DIGITAL & PRINT ADS

DIGITAL ADS

SEVEN CHANNELS

541,575 IMPRESSIONS

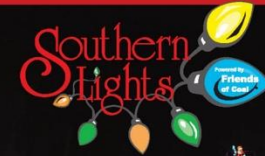
PRINT ADS

TWO PUBLICATIONS

74,600 READERSHIP



*See the Southern Lights like
you've never seen before!*



The Kentucky Horse Park
Foundation invites your
family to view over a
million twinkling lights
from the comfort of your
car then stroll through our
new Holiday Village!

Nov 29 - Dec 31

(Closed on Christmas Day)

Purchase Tickets Online

or at the Gate

\$35 Per Carload



KY Coal Keeps the Lights On



Purchase Tickets Online

SouthernLightsky.org



31st ANNUAL SOUTHERN LIGHTS SANTA PHOTO ANALYTICS

- First Photo Free – Additional Photo \$5 each
- Delivered Digitally to Phone and Print
- 10,800 Photo Sessions





31st ANNUAL SOUTHERN LIGHTS A GROWING TRADITION

- 4,194 Man-Hours to Set-Up & Keep Running
- Estimate an Additional 2,000 Man-Hours to Take Down
- More Five-Star Reviews on Google





31st ANNUAL SOUTHERN LIGHTS

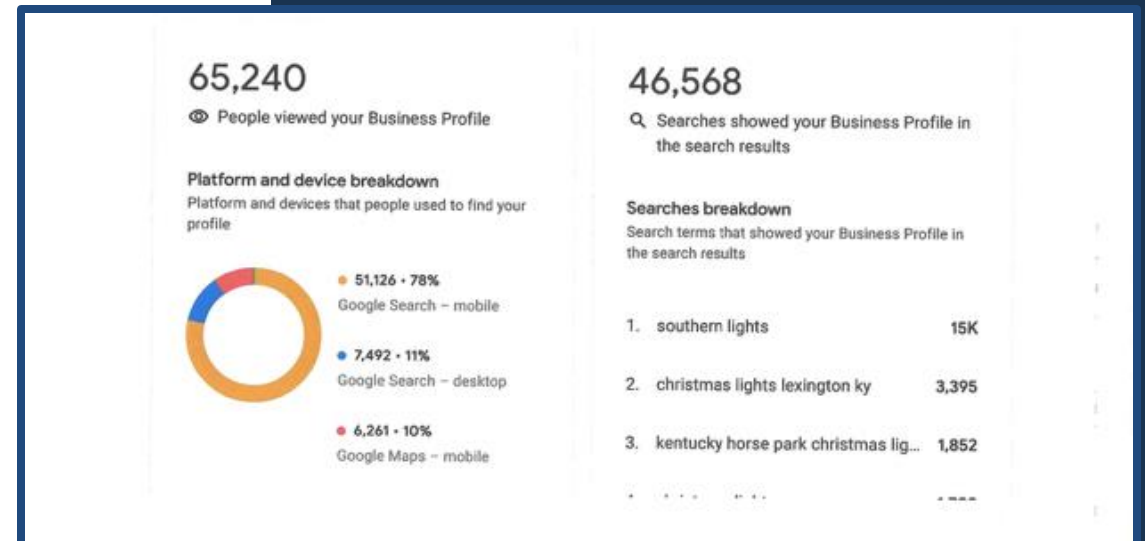
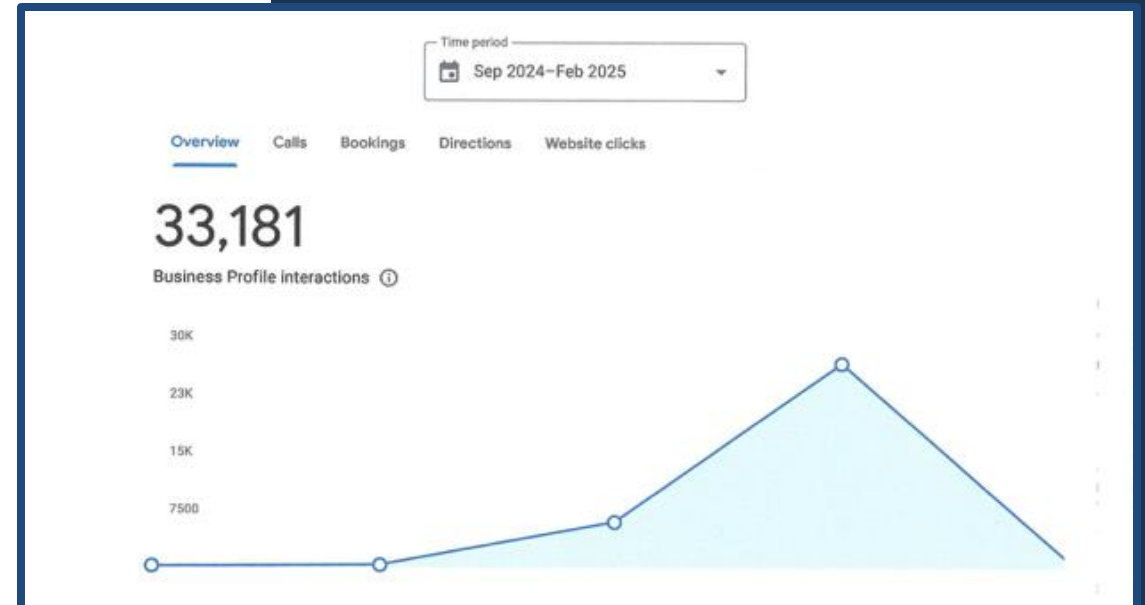
SOCIAL MEDIA SUMMARY

- 232.2K Facebook Page Reach
- 43.4K Facebook Page Visits
- 3.5k Facebook Post Engagements





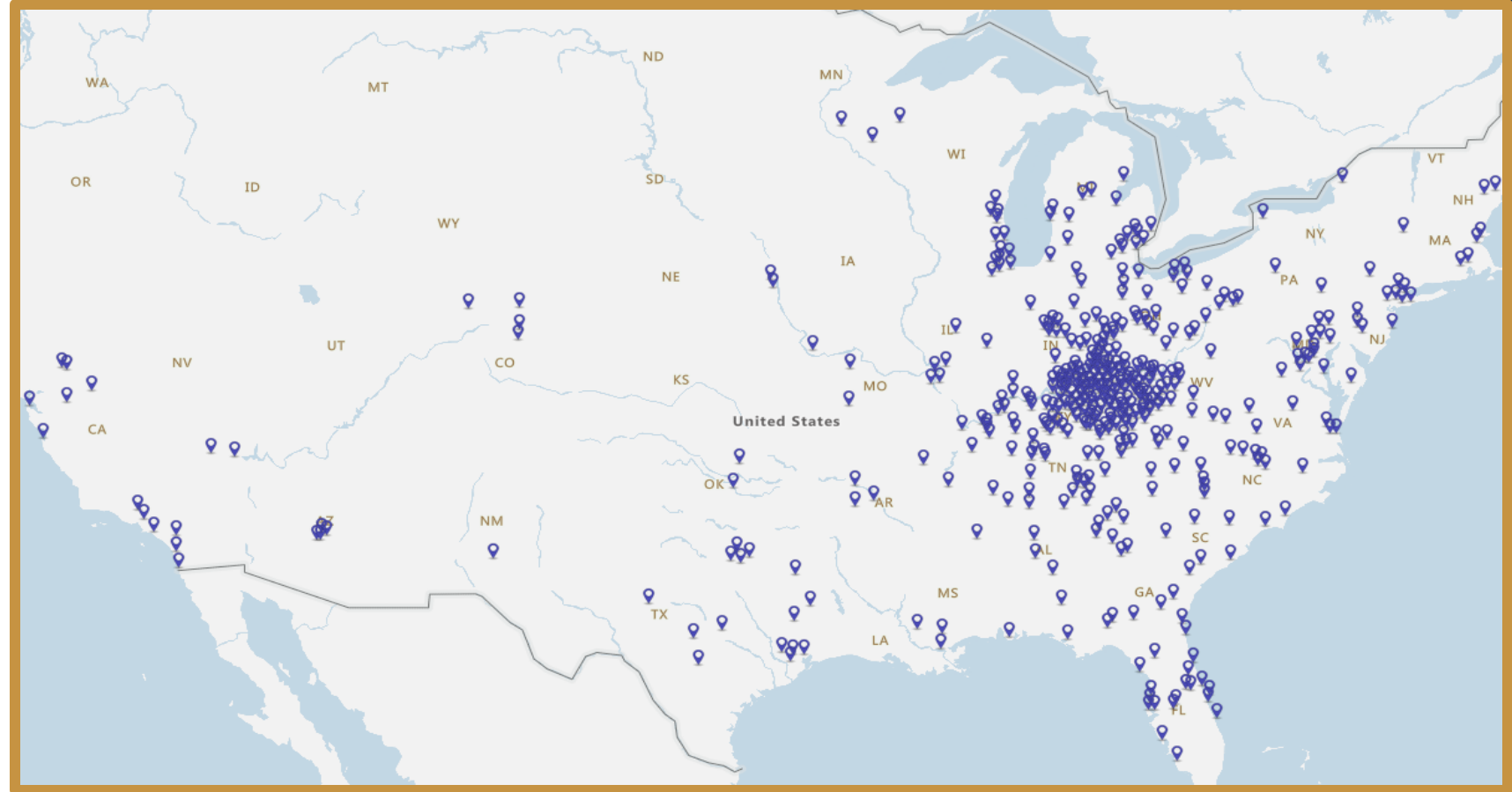
- **33,181**
Business Profile Interactions
- **65,240**
Business Profile Views
- **46,568**
Searches Triggered by Business Profile





Online Ticket Purchases

- 7 Countries
- 41 States
- Represents 22% of ticket sales



FROM THE ROUTE



THE HOLIDAY VILLAGE



THE HOLIDAY VILLAGE

