

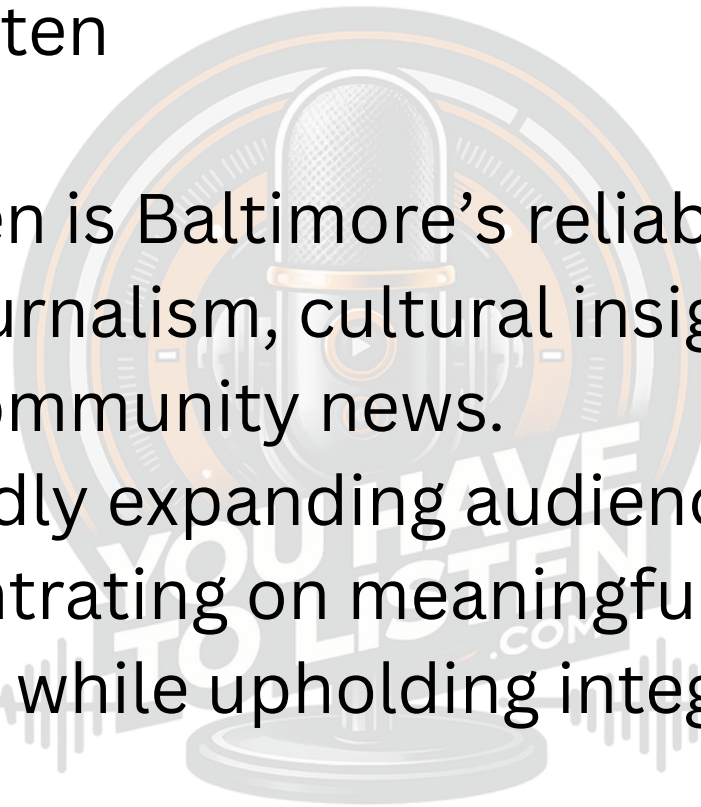


YouHaveToListen.com
Advertising Opportunities

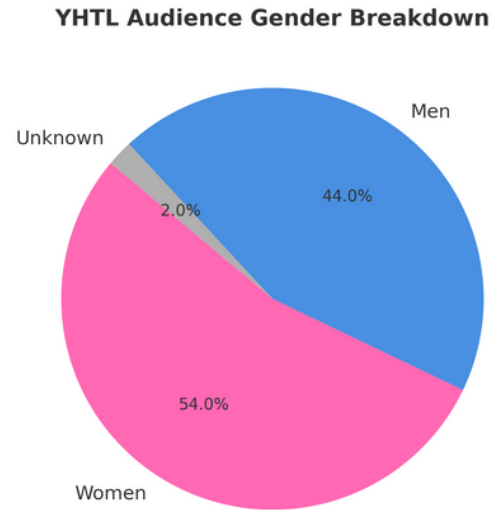
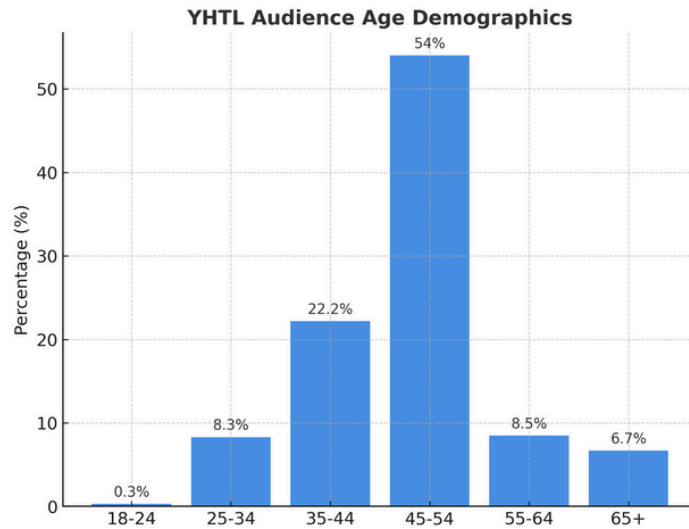
YouHaveToListen

YouHaveToListen is Baltimore's reliable source for investigative journalism, cultural insights, business updates, and community news.

We boast a rapidly expanding audience of dedicated readers, concentrating on meaningful stories that make an impact while upholding integrity.



Audience Insights



Our Reach

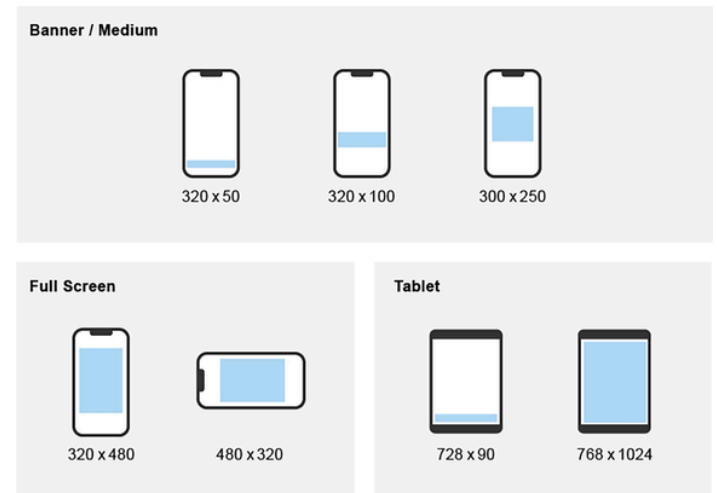
- 2,500 daily visitors
- 15,000 average views per blog post** (over a 30-day period)
- Audience Location:
 - Primarily based in Baltimore and Maryland
- Interests:
 - News
 - Business
 - Culture
 - Investigative reporting
 - Politics & Opinion



Advertising Opportunities

Ad Placement Options

- 320 x 100 Large Mobile Banner
- 300 x 250 Mobile ad
- 300 x 600 Half Page ad
- Sponsored Blog Post
- Newsletter Sponsorship



Case Study: How YHTL Advertising Helped Bar4U Grow

From Start-up to Steady Growth: Bar4U's Success Story

The Challenge

Bar4U is a start-up mobile bartending service specializing in professional bartenders and curated cocktails for events. Despite their strong concept, they struggled with visibility and needed a way to reach event planners and customers actively looking for unique services.

The Solution

Partnering with You Have To Listen (YHTL), Bar4U launched a targeted advertising campaign to reach the right audience. The strategy included:

| | |
|-----|---|
| ■ | Targeted Ad Placement – Ads positioned alongside lifestyle and event-focused content. |
| ➔ ■ | Clear Calls to Action – Direct links to Bar4U's website inquiry form. |
| ■ | Brand Storytelling – Messaging that emphasized professionalism and elevating events. |

The Results

| | |
|---|--|
| ■ | 112% increase in website traffic. |
| ■ | 40+ new customer inquiries, including weddings and corporate events. |
| ■ | Boosted social media recognition and new followers citing YHTL ads. |

The Impact

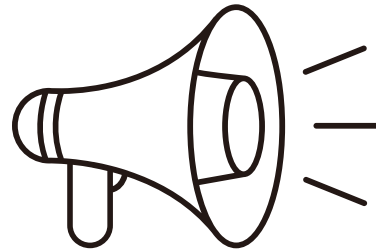
Advertising on YHTL didn't just drive traffic—it built credibility. Featuring Bar4U on a trusted platform validated their brand and turned visibility into real, paying customers.

Conclusion

For Bar4U, YHTL was more than a marketing channel—it was the catalyst that transformed them from a start-up with limited reach into a thriving business with consistent bookings.

Why Advertise with YHTL?

- Trusted local voice
- Engaged, loyal readership
 - 2,500 daily visitors
 - 15,000 average views per blog post (in 30 days)
- Strong influence in Baltimore & Maryland
- Multi-platform visibility (Website, Newsletter)



Advertise With Us

Ready to Get Started?

✉ info@youhavetolisten.com

☎ 410-346-3979

