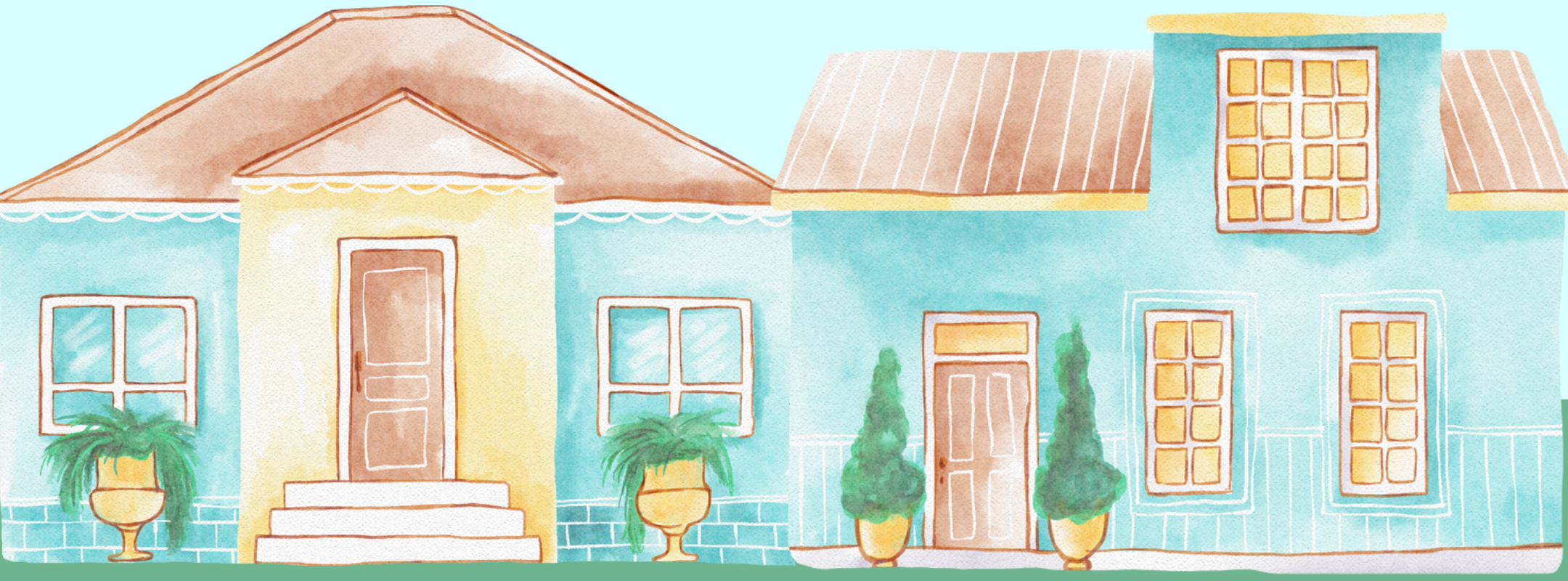
LOCAL INSTA

TOWN BASED ADVERTISING

HOME SWEET HOME 2026 GUIDE

Reach new customers locally



www.local-insta.com

Why a Local-Insta Town Based Ad?

Over 150,000 local followers
55+ Town-Based Communities

★ The average Instagram post gets 23% more engagement than the average Facebook post

★ 83% of Instagram users say that Instagram has helped them discover new products and services

★ 80% of Instagram users say they have made a purchase based on something seen on the platform

Investment

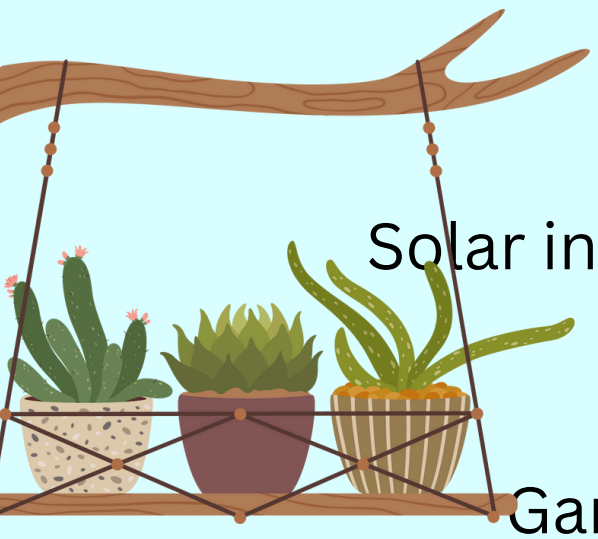
- Your ad included in the Home Sweet Home Guide Pinned Carousel Post
- 1, 2 or 3! Individual posts for your business (see chart)
- Your ad on the Home Sweet Home webpage with all town ads
- The opportunity to reach your customer by town!

# of Towns	1x Post	2x Post	3x Post
1	$250	$350	$450
2	$350	$450	$550
3	$450	$550	$650

Reach out for customized packages with additional towns and posts
Promotion to run February 2026 .

www.local-insta.com
info@local-insta.com

Who Should Advertise?



Home Improvement & Trades

Contractors (general, kitchen/bath, additions)

Roofers, siding, windows, doors

Painters, flooring specialists

Electricians, plumbers, HVAC

Solar installers and energy-efficiency companies

Outdoor & Garden

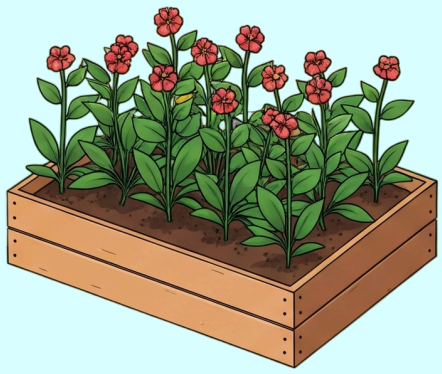
Landscaping companies

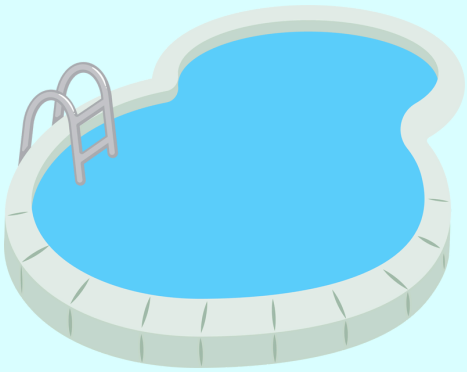
Garden centers, nurseries, tree services

Hardscaping (patios, stonework, fencing)

Outdoor furniture, pergolas, sheds

Pool and spa companies





Home Décor & Lifestyle

Interior designers

Furniture stores

Home organization specialists

Artisans and makers (woodworking, pottery, textiles)

Smart home technology vendors

SPRING INTO THE 2026 SEASON WITH NEW CUSTOMERS

Partner with Local-Insta.com

“Local-Insta has increased my engagement & followers. I’m thrilled with the results.”
Katy W.