

# Connect, Find and Reach YOUR AUDIENCE

## WHY SHOULD YOU ADVERTISE ON FACEBOOK?

Over a billion people use Facebook to connect. Based on their location, age and more, let us introduce you to the people who'll love your business.

And, we can help you reach people on the device where they're engaged. Facebook is on three of every four smart phones and more than half of Facebook users visit the site every day.

## WHERE WILL MY ADS SHOW UP?

There are three (3) ad types you will receive:

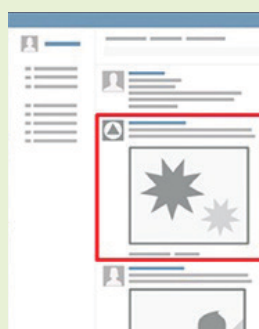
### RIGHT COLUMN AD—

Appear on right side of Facebook Page next to Home Page or News Feed



### NEWS FEED AD—

Appears within the News Feed on desktop or mobile



### MOBILE AD—

Appear in the Mobile APP News Feed



## CAN I TARGET MY ADS ON FACEBOOK?

There are several options to target an audience on Facebook including:

- Location—City, State, Zip Code plus within mile radius
- Demographics—Age/Gender
- Interests—Interests, Hobbies plus pages they "Like" on Facebook
- Behaviors—Purchase Behaviors, Device Usage and other Activities
- Connections—Reach people who are connected to your page, event, app and their friends
- Custom Audiences—Create audiences based on your own customer data, including emails, phone numbers or user IDs.

As you define your Audience, be sure to keep in mind what kind of results you want from your ads. Facebook can drive users to like your page, register for an event, click to your website and more.

