
THE ABILENE POST

MEDIA KIT



QUICK FACTS

FOLLOWERS



5,500+



1,300+



450+

35k

An average reach of 35,000 each month

#1

Only local publisher using Facebook Instant Articles

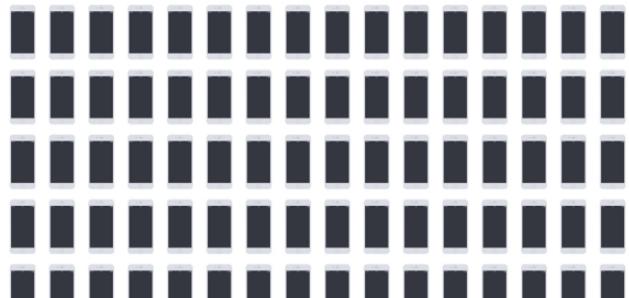


1024% Facebook audience growth since March '16

DEMOGRAPHICS

20%18-24
years old**38%**25-34
years old**21%**35-44
years old

REACH



5,500+

FOLLOWERS

20,000+

MONTHLY REACH



1,300+

FOLLOWERS



450+

FOLLOWERS

11,000+

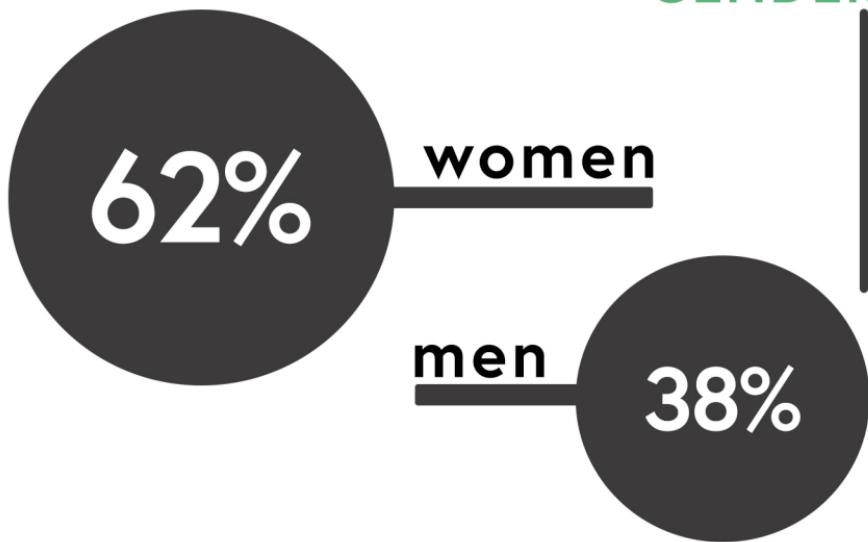
MONTHLY REACH

5,000+

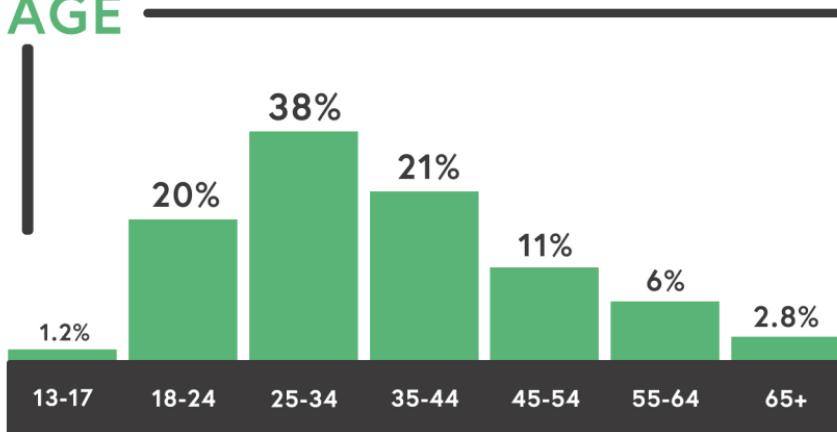
MONTHLY REACH

DEMOGRAPHICS

GENDER



AGE



WEB PRICING

BASIC

Two ad placements per month purchased. The advertiser must provide a complete advertisement. The placements are chosen by The Abilene Post and will include.

One placement of the following type:

- Instagram post
- Facebook post
- In-article ad

At the end of the month, an email will be sent to the company detailing:

- How many people were "reached" by their advertisement.

And one placement of the following type:

- Website homepage advertisement (3-day runtime)
- Twitter post

**\$20
PER MONTH**

WEB PRICING

PLUS

Four ad placements per month purchased. The advertiser must provide a complete advertisement. The placements are chosen by The Abilene Post and will include.

Three placements of the following type:

- Instagram post
- Facebook post
- In-article ad

And one placement of the following type:

- Website homepage advertisement (3-day runtime)
- Twitter post

At the end of the month, an email will be sent to the company detailing:

- How many people were "reached" by their advertisement.
- How many times their advertisement was "clicked".

**\$40
PER MONTH**

WEB PRICING

PREMIUM

Six ad placements per month purchased. The advertiser can provide a complete advertisement or receive design input from The Abilene Post. The placements are chosen by The Abilene Post and will include.

Four placements of the following type:

- Instagram post
- Facebook post
- In-article ad

And one placement of the following type:

- Website homepage advertisement (3-day runtime)
- Twitter post

One placement of the following type:

- Food Truck Calendar Sponsorship (1-week runtime)

At the end of the month, an email will be sent to the company detailing:

- How many people were "reached" by their advertisement.
- How many times their advertisement was "clicked".
- The demographic breakdown of people "reached" by their advertisement.

**\$100
PER MONTH**

ADVERTISEMENT TYPES

SOCIAL

HOME PAGE



Social ads include post on our:

- Facebook
- Instagram
- Twitter



Homepage ads are seen by all visitors, whether mobile or desktop, to our website.

IN ARTICLE



Your ad will be seen by visitors to our site and by readers accessing our articles through Facebook Instant Articles.

FOOD TRUCK

Your companies name/logo will be placed in the "featured image".

