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# THE ABILENE POST

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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

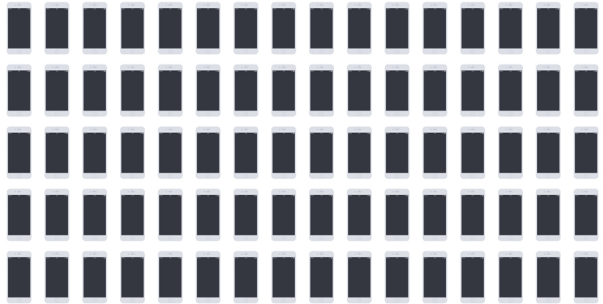
**38%**

25-34  
years old

**21%**

35-44  
years old

# REACH

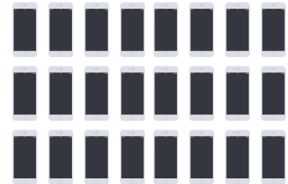


5,500+

FOLLOWERS

20,000+

MONTHLY REACH

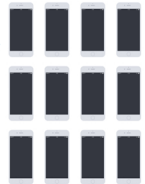


1,300+

FOLLOWERS

11,000+

MONTHLY REACH



450+

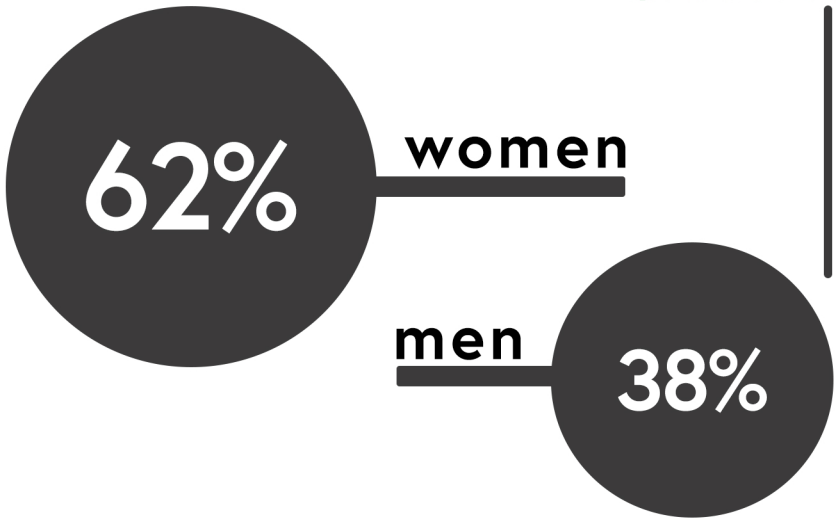
FOLLOWERS

5,000+

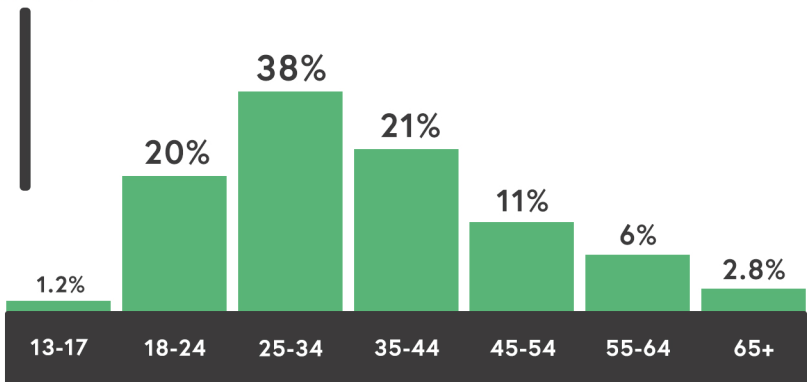
MONTHLY REACH

# DEMOGRAPHICS

## GENDER



## AGE





# WEB PRICING

## BASIC

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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

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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:

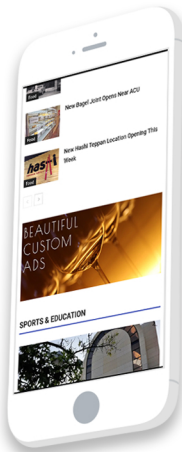
- How many people were "reached" by their advertisement.
- How many times their advertisement was "clicked".
- The demographic breakdown of people "reached" by their advertisement.

**\$100**  
**PER MONTH**

# ADVERTISEMENT TYPES

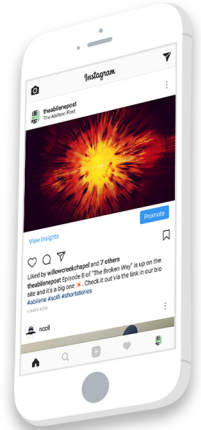
## SOCIAL

### HOME PAGE



Social ads include post on our:

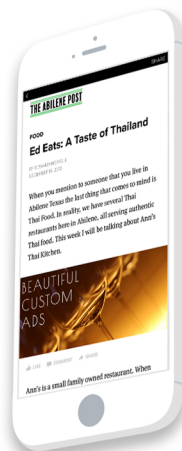
- Facebook
- Instagram
- Twitter



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

## FOOD TRUCK

### IN ARTICLE



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



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